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THE NATIONAL NEWSPAPER OF MARKETING

Six Agencies Vie With FC&B for Sunkist Lemons

LOS ANGELES, April 7—One of the longest existing agency-client relationships may start fraying next week when the advertising committee of Sunkist Growers hears presentations for the fresh lemon portion of its account from its present agency, Foote, Cone & Belding, and six other unnamed national agencies. Foote, Cone & Belding (originally as Lord & Thomas) has been the only agency Sunkist has had in its 52 years of advertising.

In confirming the fact that Sunkist will consider other agencies next week, Russell Eller, advertising manager, said, "Only the fresh lemon account is under consideration at this time. Foote, Cone & Belding has the responsibility for fresh oranges, grapefruit and processed citrus products advertising, in addition to the fresh lemon account at the present time."

■ The total fresh lemon budget was $1,250,000 last year, of which about $1,000,000 went into media. The total Sunkist budget is over $5,000,000.

While Mr. Eller would not identify the six agencies vying for the fresh lemon account, it was learned three are in the "top ten" and three are classed as "medium size." #

Univac Seeks Agency in Mundane Manner; People Will Decide

NEW YORK, April 7—Remington Rand's Univac division, which has undergone some major changes in its ad, marketing and sales organization over the past year, is currently listening to presentations by agencies seeking its $500,000 ad account.

Among those making presentations is Univac's present agency, Gardner Advertising. Donald C. Porteous, vp and general manager of Gardner, told ADVERTISING AGE that Univac was not previously a "specific account" at Gardner, but that billings were "lumped together" with other portions of Remington's account. Gardner handles all of Remington's print advertising, with the exception of its electric shaver division.

■ Univac, whose product line runs from $70,000 computers to $6,000,000 electronic brains, formerly has invested virtually all of its advertising budget in business magazines and trade papers. However, the company said this week that it plans a considerable increase in the division's ad expenditure.

As part of an "acceleration program" in its marketing and sales organization, the company last year appointed Harold R. Hungerford, formerly a branch manager, to the new post of ad and sales promotion manager of Univac (AA, Oct. 26). #

Ground-in grime... or simply soiled...

DEATH TO DIRT—*Clorox Co., San Francisco, will use magazines and newspapers to show how Clorox gets "suds proof" dirt out of clothes. New safe-grip and "no drip lip" features of the bottle will be promoted also. Honig-Cooper & Harrington is the agency.*

Chrysler Leads Account Switches in First Quarter

(See Page 54 for major agency changes in the first quarter.)

CHICAGO, April 8—Chrysler Corp. was responsible for the major agency switch during the first quarter of 1960, when more than 100 major advertising accounts—with total billings estimated at $100,000,000 annually—changed hands.

Included in the Chrysler $28,000,000-billing move was the $17,000,000 Dodge account from Grant Advertising to Batten, Barton, Durstine & Osborn; the $4,000,000 Dodge truck account from Ross Roy Inc. to BBDO, and the $7,000,000 De Soto and Valiant accounts from BBDO to N. W. Ayer & Son.

Revlon Inc., which transferred $5,500,000 in billings, was respon-

(Continued on Page 12)

BBDO's '60 New Busin[illegible]s $27,000,000 . . .

Pepsi Hits New Spot—BBDO Instead of K&E

$10,000,000 Account Rides Sales, Profits Crest; Lauds K&E Service

(For other news of Pepsi-Cola, see Pages 10 and 109)

NEW YORK, April 6—The letter from Herbert L. Barnet contained the saddest words a $10,000,000 client can pen to its agency:

"It is with deep regret that I advise you of the withdrawal of the Pepsi-Cola account from Kenyon & Eckhardt. Shortly, you will receive a letter from our legal department officially terminating our agreement. Our decision was made after great consideration and wholly from an objective point of view."

Then came a paragraph that must have evoked bitter laughter at K&E's Park Ave. offices: "I am truly sorry for the turn of events," wrote Mr. Barnet. "We know Kenyon & Eckhardt is capable of fine and full service, so please don't hesitate to use Pepsi-Cola in new business presentations."

■ Thus it was yesterday afternoon that Pepsi-Cola bounced two blocks west, to 383 Madison Ave. and Batten, Barton, Durstine & Osborn—winner over six other agencies.

The other finalists were Norman, Craig & Kummel; Doyle Dane Bernbach; Ted Bates & Co.; Compton Advertising; Leo Burnett Co., and K&E.

Earlier, four other agencies declined a Pepsi invitation to solicit the business: Sullivan, Stauffer, Colwell & Bayles; Dancer-Fitz-

(Continued on Page 10)

Serene Surface Hid Pepsi-K&E Tension, Some Observers Feel

NEW YORK, April 7—Three reasons were cited today for the Pepsi-Cola account switch:

- 1. The company was re-evaluating its entire marketing program for the 1960s.
- 2. There was dissatisfaction with K&E's creative services.
- 3. K&E-Pepsi personal relationships had broken down.

These factors were cited to ADVERTISING AGE by beverage industry sources.

■ It was explained that Pepsi-Cola, looking ahead to the 1960s,

(Continued on Page 10)

McGraw-Hill Chiefs Tell Publishing Problems Here and Abroad at Meeting

ATLANTIC CITY, April 8—The McGraw-Hill Publishing Co.'s publishing division concentrated on problems of communication and opportunities for leadership at home and abroad during a two-day conference here this week.

The publications division conference was the third the company has held, and the first since 1954; it was also the largest, with 552 company executives, publishers, sales managers, editors, salesmen and circulation people attending. Joseph H. Allen, vp and advertising sales director, noted that the conference was to examine the company's relation to business and to the world.

It was held at a time of peak company prosperity. Donald C. McGraw, president, noted that 1959 had produced income of $105,000,000 and profit of $8,000,000. He pointed to the gains of the book company, which accounts for more than a third (37% in '59) of the company's volume.

■ Mr. McGraw described the ownership of the company: 43% in family control; 12% in the hands of officers, directors, and former officers ("thus the majority is in what the financial people call 'friendly hands'," he noted drily), 27% with the public, and 6% with pensions and mutual funds—a percentage which is rising. He urged the concept of public relations on the salesmen, noting their role as ambassadors, and their opportunity for explaining company practices and policies; "I want the public relations image of McGraw-Hill to be the best in the publishing business," he said.

■ Nelson Bond, president of the publications division, said the company faced the following challenges:

1. Success—He mentioned the "four horsemen of conceit, complacency, conservatism and conformity," and urged a sense of humor and of decent humility as antidotes. He warned that "it is dangerous to succumb to the notion that ours is the only right way," and noted that "our competitors have good men, good ideas and even good intentions." He urged that McG-H men "keep awake, keep moving, keep working," and—while he repeated his liking for salesmen who wear hats and garters and his belief that crew cuts are inadvisable for anyone older than 15—it "is conformity under the hat that worries me most."

2. Age—He commented that the company is mature but not old, that age is largely an attitude of mind, and that "we can grow old or we can just grow."

3. Push Button Mentality—He deplored the automated mind, which insists on research to document every decision, and warned that "we can't forget that every

(Continued on Page 110)

Battle-Weary Broadcasters Regird, Seek New Leader at Quiet Convention

Committee Expands List of Possible Successors to Fellows from 15 to 30

CHICAGO, April 6—Held in what speakers frequently termed the industry's time of greatest crisis, the 38th annual convention of the National Assn. of Broadcasters drew a record attendance of nearly 5,000 here this week.

But the streamlined program skirted most of television's well-publicized problems. They were touched upon by a number of speakers, but for the most part fleetingly and in a somewhat parenthetical fashion. A good deal of the program was devoted to missionary work by the various satellite organizations of the NAB; and some of these presentations were by no means new.

It was as though the broadcasters had had enough of headline excitement lately and were determined to conduct this meeting on a bland, undisturbed note. The setting, too, was a good deal more sedate and subdued than usual, with the syndicators no longer permitted to liven up the corridors with their flamboyant displays and circus-like promotions.

■ The principal topic for speculation in the intervals between the well-attended sessions was the future pattern of the NAB and the question of who its next president will be. One guess appeared to be as good as another as to the successor to the late Harold E. Fellows; the committee which will make the selection came to Chicago with about 15 names on its list. The members went home with a working list that was twice as long.

Opinion seemed to be about fairly evenly divided as to whether the new head of the association should be an insider or an outsider, with one faction arguing that a

Last Minute News Flashes

Woolite Moves to Daniel & Charles from Hoyt

NEW YORK, April 8—Woolite Co., whose unusual no-copy advertising (AA, Oct. 26, '59, *et seq.*) provoked considerable controversy, has switched its account from Charles W. Hoyt Co. to Daniel & Charles.

Society of American Florists Names Keyes, Madden

WASHINGTON, D. C., April 8—The Society of American Florists, after seeing presentations by 12 agencies, has appointed Keyes, Madden & Jones to handle its first industrywide program. The agency also handles the Florists' Telegraph Delivery Assn.

Rogers Moves to C&W in Top Creative Post

NEW YORK, April 8—Sherman E. Rogers, formerly vp and creative board chairman of Anderson & Cairns, has been named creative department director, a new post, at Cunningham & Walsh, Chicago. His successor at A&C has not been named. Mr. Rogers was radio and tv director at Platt-Forbes for 13 years prior to joining A&C.

Brown & Williamson Tests Kentucky Kings Cigarets

LOUISVILLE, April 8—Brown & Williamson Tobacco Co. will begin test marketing Kentucky Kings, a king-size cigaret with a finely cut tobacco filter, using newspapers and tv here and in major Texas cities (except El Paso) next week. Ted Bates & Co., New York, is the agency.

(Additional News Flashes on Page 109)

AA Presents a Roundup of News from the NAB Convention . . .

broadcaster knows the radio-tv business and its problems better than anybody else, and the other insisting that a big name of prestige value from outside the industry would be a good choice in view of the danger of more regulation.

Still a third faction suggested the possibility of a combination of an outsider—as the industry symbol—backed up by an insider, perhaps as exec vp.

■ W. D. (Dub) Rogers, of KDUB-TV, Lubbock, Tex., was elected chairman of the tv board of directors, succeeding G. Richard Shafto, of WIS-TV, Columbia, S. C., whose term expired. Dwight W. Martin, WAFB-TV, Baton Rouge, was named vice-chairman, succeeding Payson Hall, of Meredith Broadcasting, Des Moines. Six new directors named for two-year terms on the 14-man tv board included: Joseph C. Drilling, KJEO-TV, Fresno; Eugene S. Thomas, KETV, Omaha; Campbell Arnoux, WTAR-TV, Norfolk; Henry B. Clay, KTHV, Little Rock; William B. Quarton, WMT-TV, Cedar Rapids, and Joseph S. Sinclair, WJAR-TV, Providence. Mr. Martin was re-elected. #

FCC's Sponsor Identity Rule Is Hot Topic

Broadcasters Reply to Threats of Regulation; Cite Continued Popularity

CHICAGO, April 7—A major unifying force at the National Assn. of Broadcasters convention was the industry's concern over the Federal Communications Commission's new ruling requiring stations to make on-the-air announcements of records or other programming supplies received free.

During the panel session the FCC members were peppered with questions about this new sponsor identification rule—some of them almost to the point of hyperbole (*see story in adjoining column*). The meeting ended with an association resolution urging every broadcaster to place comments with the FCC preparatory to the rule-making proceedings which will get under way May 2.

■ In his keynote address, Clair R. McCollough, Steinman Stations, Lancaster, Pa., recipient of this year's NAB distinguished service award, called quiz rigging and payola symptoms of something deeper—"business malpractices, whose only cure is self treatment."

"Among the fundamental, underlying ills of broadcasting," he said, "are rate manipulations, trade deals, downgrading the competition in our own media and kindred activities. Until we cure them—and we can only cure them individually, not in concert—we run the continuing risk of loss of advertiser confidence."

As a result of the great postwar expansion of radio and tv, he said, "we have found ourselves engaged in a frantic and occasionally untidy search for economic and regulatory equilibrium.

■ "We have moved from the enervating period of rate cutting to the far more dangerous situation where some radio stations do not have established rates. Indeed, manifestations of this same practice are beginning to appear in television.

"Are we indeed such poor business men that we do not know how

(Continued on Page 118)

Broadcasters Can Expect More FCC Scrutiny, Ford Says in NAB Debut

FCC Head Says Rule of Reason to Mitigate Ukase on Sponsor Disclosure

CHICAGO, April 6—In his initial appearance as chairman of the Federal Communications Commission, Frederick W. Ford put broadcasters on notice that they can expect closer scrutiny from his agency in the future.

In a luncheon speech Tuesday he shrugged off "payola" and

NAB Meeting

rigged quiz shows by observing that neither the industry nor the commission is going to allow that kind of "wrong and indefensible" programming to occur again.

"Now," he told the members of the National Assn. of Broadcasters, "the task is to go forward to make the broadcast medium all that it is capable of being, namely a vital force for good in the social, cultural, educational and political life of the nation."

■ Broadcasters did get some reassuring advice on the application of FCC's highly controversial announcement on sponsorship identification, however.

During their annual panel session with members of FCC today they were told that (1) an occasional announcement—perhaps once an hour—ought to satisfy their obligation to identify records which are received free; (2) any increase in the number or percentage of commercial announcements as a result of the disclosure of free materials would not affect their standing with most FCC members and (3) the commission recognizes that some reasonable allowance is necessary with respect to indentification of records currently in libraries which cannot be identified.

■ In his prepared speech at the Tuesday luncheon, Chairman Ford offered statistics showing that roughly 11% of the radio-tv stations have reported receiving payola in one form or another. However, only 18 admitted instances in which they received cash and failed to announce it.

He took the first steps toward establishing a new personality for FCC by spelling out his determination to nudge broadcasters toward meeting criticism in such areas as children's programming and public service announcements.

■ After disclaiming any desire to go into program content, he proceeded to give the industry a "dutch uncle" talk about children's programming.

Quoting from a recent statement by President Eisenhower, he

(Continued on Page 118)

Sweeney Puts Finger on Radio's 'Enemies' —Including Radio

CHICAGO, April 6—In typical hard-hitting style, Kevin Sweeney, president of the Radio Advertising Bureau, used his time on the NAB program to lash out at radio's enemies. He directed most of his heavy artillery against four major enemies—newspapers, television, magazines and "radio itself."

Mr. Sweeney said he had received a "roundabout request" to soften his title—"The Nature of the Enemy"—since there are a great many radio stations that have tv and/or newspaper affiliations. "But," said the outspoken Mr. Sweeney, "we still consider newspapers and tv enemies."

The RAB president included radio in the "enemy" list because it uses up so much of its strength fighting against itself. He said that 91% of the hard sell ads placed by stations are directed against other stations, rather than against competing media. The same tends to be true of presentations to agencies, he continued.

■ But the presentation by Mr.

(Continued on Page 117)

Commercial Time Standard Is Relaxed, Radio Men Learn

CHICAGO, April 6—Radio station operators learned today that commercial time provisions in the radio standards of the National Assn. of Broadcasters have been relaxed slightly in an effort to bring them into line with industry practice.

A decision to revise the commercial time standards was made at a meeting of the standards of good practices committee in Washington last week, according to the committee's chairman, Cliff Gill, Anaheim, Cal.

Under the new plan the amount of commercial time allowable in a five-minute show will be 90 seconds, instead of 75 seconds.

Mr. Gill reported that other changes also were considered, but only this one was approved, in the belief it will "solve the dilemma of conscientious broadcasters who want to subscribe to our standards but who could not live with our previous commercial time limitation for five-minute programs."

■ Radio "image" became a favorite talking point of speakers at the radio sessions throughout the convention. Mitch Miller, of Columbia Records, in possibly one of the most effective speeches on the radio sessions, chided broadcasters for depending on music lists instead of well-paid professional programmers.

"Why should an advertiser who may spend millions to build corporate image buy time on a station that puts him in the Three 'I' League—Irresponsibility, Infantilism, Irritation," Mr. Miller said.

If you are going to depend on amateurs and list makers for music, he challenged, why not have your news department call the news vender, or canvass the junior high school for favorite news stories of the day? You might end with a newscast starting with a report that Fabian lost his comb, then an item about Jerry Lewis marrying his 14-year-old cousin, etc., he suggested.

"It is foolish to let the sub-teens get their grimy fingers into the till," or "let your records be run by the caucus of kids at the drug store," he said.

He said current rules requiring

(Continued on Page 117)

NBC's No Rabbit; It Walks Like a Man, Sarnoff Says

Tells Affiliates Rival's Programming Is 'Narrow'; ABC Tells of New Shows

CHICAGO, April 5—At the affiliates meetings of ABC-TV and NBC-TV here this week attention was focused on fall programming changes and sponsor switches from one network to another.

Both networks staged presentations to whip up station interest in the 1960-61 schedules, to ballyhoo their audience gains, and to announce dramatic sales coups that are starting them off to fall billings highs.

CBS-TV, which so far is being somewhat less definite about its fall program lineup than the other networks, did not hold an affiliates business meeting at the convention. These stations met with their network management recently in Washington.

In touting NBC as the network with the "most varied schedule," Robert W. Sarnoff, its chairman, took a swipe at the ABC competition, without mentioning that network by name:

"We will compete aggressively with the best mass-appeal shows we can produce or obtain, but we will not put all our eggs into one basket that stands for a single

(Continued on Page 117)

Success Stories Spark Meeting of FM Broadcasters

FM Men Told of More Sets, More Stations in Black, Market Saturation

CHICAGO, April 5—The booming fm radio industry had its day Sunday at the annual convention of the National Assn. of Broadcasters.

Owners and managers of fm stations heard the following op-

NAB-NAFMB

timistic facts and predictions about their field:

• There are 848 authorized fm stations in the U.S., compared with 725 last year.

• There are currently 696 operating fm stations in the country, compared with 591 in 1959.

• More than 15,500,000 fm radio sets are now in use in the U.S. Henry Fogel, president of Granco Products, Kew Gardens, N.Y., predicted that fm set sales, which passed the 1,000,000 mark last year, will have an annual sales rate of 4,000,000 by 1963. About 1,000,000 of these sets will be car radios, he said.

• A total of 123 applications from 38 states for permits to operate new fm stations currently are pending before the Federal Communications Commission.

• More than 2,000 fm stations will be broadcasting full stereophonic sound by 1963, Mr. Fogel forecast.

• And more fm stations today are making money than ever before. This fact was strongly emphasized by no fewer than 11 station owners or managers, all rep-

(Continued on Page 113)

Highlights of This Week's Issue

In this issue ADVERTISING AGE *presents a complete tabulation of all planned advertising readership studies of general and farm magazines, newspapers and business papers for 1960. The study, compiled by Max Berking Inc., New York, appears on Page 72.*

Charlotte Montgomery, consultant and columnist for Good Housekeeping, says manufacturers neglect the women's viewpoint in packaging products ..... **Page 4**

Michael J. O'Connor, vp and director of merchandising, Foote, Cone & Belding, says premiums should be aimed at creating faithful buyers ..... **Page 6**

Lighting division of Sylvania Electric Products launches a drive in grocery publications for its new color code system of identification of its residential incandescent bulbs ..... **Page 20**

Burchard M. Day, advertising manager of Carborundum Co., says the ability to convince management of what needs to be done in advertising is essential for an advertising manager ..... **Page 40**

Tidewater Oil Co.'s eastern division launches the largest campaign in its recent history to promote its Flying A gasolines ..... **Page 47**

Federal Trade Commission examiner condemns "blind" help wanted ads in newspapers, in upholding a portion of a complaint against Northwest Schools and Soma Advertising Agency ..... **Page 58**

Edward N. Hoffman, former president of Hoffman-Manning, files a personal bankruptcy petition, listing liabilities of $132,500 and no assets ..... **Page 60**

Benson & Benson study reveals about 77% of American families save trading stamps, a 10% increase over the number of families which saved stamps in 1958 ..... **Page 64**

Federal Trade Commission order requires Globe Readers Service to stop selling subscriptions for unauthorized magazines, refusing to make refunds and requiring customers to accept substitutes ..... **Page 66**

Pacific Ocean Park launches a three-week, pre-season promotion to build attendance during Easter week ..... **Page 68**

Merle S. Jones, head of the CBS-TV stations division, says, "It is not advertising as such that raises wrath, but advertising on television" ..... **Page 70**

Charles F. Adams, exec vp of MacManus, John & Adams, advises direct mail advertising leaders to forestall punitive legislation against the business by setting up a "watchdog committee" to police fringe operators ..... **Page 82**

Kenneth Groesbeck discusses fees, how to figure them and how to sell them ..... **Page 98**

University of Michigan study indicates that 1960 should be a favorable business year for producers and sellers of automobiles and other durable goods ..... **Page 102**

Bronson Reel Co. says the revision of its advertising policy which shifted emphasis from consumer appeals to business publications was a major factor in its success in competing with Japanese imports ..... **Page 106**

E. R. Wagner Mfg. Co. test markets its new cleaner applicator, Wagner-Wand, in Fort Wayne ..... **Page 108**

Forty-two advertisers sign contracts for sponsorship of radio and tv coverage of major league baseball games during the 1960 season, with brewers representing the largest single category of advertiser baseball fans ..... **Page 112**

FIGURES TO FILE

Business Paper Ad Volume Totals, 1954-'59	Page 3
N. Y. Times Ad Linage by Classification	Page 8
Major Account Changes, 1st Quarter	Page 54
Earnings of Advertisers	Page 66
Top 100 Outdoor Advertisers in 1959	Page 74
Spot TV Advertisers by Product Classification	Page 108
Analysis of Spot TV Activity	Page 108

REGULAR FEATURES

Advertising Market Place	114
Agencies Ask Us	98
Coming Conventions	86
Creative Man's Corner	94
Editorials	16
Getting Personal	28
Information for Advertisers	116
Learning from the Retail Ads	101
Looking at Radio and Television	96
On The Legal Front	98
On the Merchandising Front	92
Peeled Eye Dept.	96
Photographic Review	84
Production Tips	92
Rough Proofs	16
Salesense in Advertising	101
This Week in Washington	44
Tyler Picks Ten	91
Voice of the Advertiser	104
What They're Saying	16

Rep. Celler Cites Achievements of Radio, TV Stations

Often Critical of Broadcasting, He Tells Study of Public Services

WASHINGTON, April 7—Representative Emanuel Celler (D., N.Y.), a frequent critic of the broadcasting industry, yesterday urged Congress to review the achievements of television and radio, as well as its failures, before it considers legislative proposals to remedy the "grave abuses which have cast discredit on the broadcasting industry."

In an address before the House of Representatives, Mr. Celler said that the New York State Assn. of Radio & Television Broadcasters recently conducted a study, at his request, in an effort to review some of the industry's achievements. Results of this study, made among nine radio and tv stations in the metropolitan New York area, showed that these stations in 1959 devoted a total of more than 220,000 minutes of their broadcasting time to community service programming, for an estimated value in excess of $10,000,000. These same stations contributed free air time worth more than $6,500,000 for non-commercial spot announcements and pro-

(Continued on Page 112)

Sealed Ad Tells of Revlon's New Ultima Makeup Line

NEW YORK, April 6—Revlon Inc. is running a sealed ad in three fashion magazines to introduce its expanded Ultima makeup collection. Previously the line consisted only of Ultima face cream.

The four-page ad opens with a right-hand page which is trimmed 1" short. This short edge is affixed to the next page by a round gold seal—and Revlon believes few readers will be able to resist the temptation to peel off the seal and see what's on the next page. What they will see is a color spread picturing the full Ultima line of Gossamer Tint nutrient foundations, powders and lipsticks.

The opening page pictures a woman dressed in gold against a gold background. The copy reads: "Dedicated by Revlon to the exciting woman who spends a lifetime living up to her potential . . . An extraordinary cosmetic achievement . . . lifting the art of makeup into limitless new dimensions . . ."

■ The fourth page is all text, reverse printed in white on a gold background. The ad handled as an insert, and the seal was handtipped in, but it is considered worth the extra effort, since it is "such a simple and effective device for piquing the imagination."

The ad is running in April 1 issues of *Harper's Bazaar, Town & Country* and *Vogue*. Newspaper versions of the center spread ran March 27 in the *Chicago Tribune, Los Angeles Times* and *New York Times*, plus 1,800 line ads in 18 other markets.

The campaign will be continued via color spreads, without the seals, throughout the spring in *Harper's Bazaar, Playbill, Promenade, The New Yorker, Town & Country* and *Vogue*.

The Ultima brand was first advertised in another type of sealed ad in February, 1958.

C. J. LaRoche & Co. is the agency. #

Anderson & Cairns, Chirurg Will Merge

NEW YORK, April 6—Agreement on a proposed merger of Anderson & Cairns and James Thomas Chirurg Co. has been announced pending stockholder approval. The merged agency will have a combined billing of between $11,000,000 and $12,000,000.

While a name for the combined agency has not been disclosed, a source told ADVERTISING AGE that it will be either Chirurg & Cairns or Cairns & Chirurg.

Both agencies indicated that there were no conflicting accounts, thus, there would probably not be any account losses because of the merger.

They said legal details of the merger were being worked out and that they hoped a special stockholders meeting could be held in four or five weeks.

■ A joint press release said "initial plans include establishing the principal office of the agency in New York City to serve present clients of both agencies. Chirurg's Chestnut Hill, Mass., office will continue to provide complete agency service to New England clients." Anderson & Cairns has one office, in New York; Chirurg also has an office here.

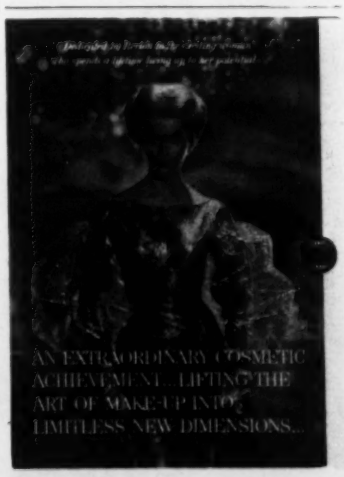
Anderson & Cairns reported its 1959 billings at $6,925,000 (AA, Feb. 29). Chirurg reported its '59 billings at $5,300,000. While a press release indicated the merged agency will have combined billings "in the neighborhood of $11,000,000," Chirurg said the figure would be closer to $12,000,000.

Both agencies handle about 30 accounts. A&C has such accounts as the textile fibers department of Union Carbide Chemicals; textile & leather sales and the Dobeckmun divisions of Dow Corning; Julius Wile Sons; Volvo Import Inc., and *The New Yorker*. Chirurg's accounts include Norton Co., Hotel Corp. of America, Binney & Smith, James O. Welch Co., and A. C. Lawrence Leather Co.

■ The agencies declined to disclose what effect the merger will have on agency personnel. It was learned, however, that the name Anderson will be dropped from the name of the combined agency. T. Hart Anderson Jr., former board chairman of Anderson & Cairns, resigned early last year to devote full time to market counseling. #

Edelman Names O'Reilly VP

Daniel J. Edelman & Associates, Chicago, has appointed John O'Reilly a vp. Mr. O'Reilly was formerly with Selvage & Lee, Chicago, where he supervised the Studebaker-Packard account and prior to that was public relations director of Grant Advertising.



SEALED AD—*Revlon introduces its expanded Ultima make-up line with this sealed four-page ad in Harper's Bazaar, Town & Country and Vogue.*

Name the Nominees
$100,000.00 IN PRIZES
GRAND PRIZE $25,000 CASH
7 NEW RAMBLER AMERICANS
ALL YOU DO IS
WHOM DO YOU WANT NOMINATED?
Name the political figure of your choice
22,000,000 envelopes
like this will be in the mail
this month of April
NAME the NOMINEES

NOMINEE POLL—*This is the opening spread of a four-page, color ad to appear in the April 26 issue of Look, inviting readers to name their preference for Presidential candidate.*

Ad Promotion to Poll 22,000,000 on Candidates

CHICAGO, April 7—A unique Presidential preference poll, being promoted by the Reuben H. Donnelley Corp., is the feature of a nationwide cooperative couponing program involving three Armour & Co. products and, on a regional basis, a number of other grocery products.

Donnelley is mailing 22,000,000 entry-blank ballots from two of its direct mail plants for delivery to homes during the weeks of April 11 and 18. Families will be invited —for prizes totaling $100,000—to express their preference for a Presidential candidate.

The couponing program is being supported by a four-page color ad in the April 26 issue of *Look*. Fulton, Morrissey Co., Chicago, is Donnelley's agency. Only Armour's products are being featured in the ad, with the exception of the New England edition, which also features Tri-Nut margarine, a product of E. F. Drew & Co., New York.

■ *Look* is planning to announce the results of the political poll—believed to be the most extensive ever conducted—in a feature story to appear just ahead of the two national conventions.

The three Armour products involved in the couponing program are Treet, Chiffon and Dial. Beside Tri-Nut, the grocery products included on a regional basis are Wesson oil and Snowdrift shortening, products of Wesson Oil & Snowdrift Co., New Orleans; Robin Hood flour, a product of the International Milling Co., Minneapolis, and Tetley Tea, New York.

The $100,000 prize list includes a grand prize of $25,000 cash, seven Rambler Americans, 150 Philco portable tv sets, 500 Philco transistor radios, and 940 $25 U. S. savings bonds. #

Johnson Joins 'S. F. Chronicle'

Lyle Johnson, who resigned last January as business manager of the *Omaha World-Herald* (AA, Jan. 11), has joined the *San Francisco Chronicle* as assistant business manager. He succeeds Louis Johnson, who has resigned. Lyle Johnson, who was associated with the *World-Herald* for 11 years, held the positions of national advertising manager and assistant business manager before being named business manager in 1954 (AA, July 5, '54).

Lyle Johnson

Business Paper Ad Volume Didn't Dip; It Rose 2% in '59: ABP

NEW YORK, April 6—Instead of a $13,200,000 decline in the estimated 1959 dollar volume of business publication advertising, the field actually registered a 2% gain of $10,100,000 last year over 1958.

This became evident today after ADVERTISING AGE checked with Associated Business Publications, following a report in AA last week that "the dollar volume of business publication advertising trailed off 2.5% from a 1958 estimated total of $516,700,000 to $503,500,000."

■ Actually, ABP confirmed today, business publications did an estimated $493,400,000 volume in 1958, not $516,700,000. A year ago ABP had put out a press release using the erroneous $516,700,000 figure, but this was subsequently recalled and the correct $493,400,000 figure substituted.

In assisting AA to meet its deadline last week, ABP supplied the original, erroneous 1958 press release with interlineations penned in ink to show the new 1959 figures. While these were accurate, an AA reporter compared the 1959 total with the incorrect 1958 total, which had not been completely inked out by ABP.

Here are the totals reported by ABP for advertising dollar volume since 1954 (in millions):

1959	$503.5	1956	$440.0
1958	$493.4	1955	$390.0
1957	$489.0	1954	$372.0

Westinghouse Spends About $39,000,000 a Year on Ads: Cresap

SAN FRANCISCO, April 7—Westinghouse Electric Corp. spends about $39,000,000 annually on advertising, it was revealed at the annual stockholders meeting here. (In its report on the 100 leading advertisers last August, AA gave the 1958 Westinghouse ad figure as $37,000,000.)

Mark W. Cresap Jr., president, disclosed the figure in response to a stockholder query. He added that the company is going to drop sponsorship of "Desilu Playhouse" (CBS-TV) and will sponsor telecasts of political events and other programs instead.

At a press conference following the meeting, Mr. Cresap revealed that first-quarter sales of 1960 are running 5% to 10% ahead of first-quarter sales last year. The company earned $14,409,000 on sales of $440,072,000 in the first quarter of last year. #

RKO Names Overseas Rep

Information et Publicite, Paris, a subsidiary of Radio Luxembourg, has been appointed European and North African representative of all RKO General stations in the U. S.

Three Accounts Follow Johnstone to Kastor, Hilton

Sofskin, Dunbar Labs, Positan Leave Richards Agency

NEW YORK, April 6—Sofskin Inc., Dunbar Laboratories and Positan, a major new product of Drug Research Corp., have moved from Fletcher Richards, Calkins & Holden to Kastor, Hilton, Chesley, Clifford & Atherton.

The three accounts follow Edmund F. Johnstone, who three months ago (AA, Jan. 18) resigned as senior vp of Fletcher Richards to join Kastor, Hilton as vice-chairman of the executive committee and a member of the board of directors.

Positan, a suntan preparation, has been tested in Florida since January, and will go national about April 18 with a campaign embracing magazines, outdoor, network and spot television and spot radio. About $1,000,000 reportedly will be spent this year for the new product.

■ Positan differs from Drug Research Corp.'s other tanning product, Man Tan, in that Man Tan is an aftershave lotion for use without sun, while Positan is said to be effective with or without sunshine.

A fourth account that Mr. Johnstone had serviced at Fletcher Richards, Rapidol Distributing Co., did not accompany him to his new affiliation because its products—Blensol and Hi-Lite—would conflict with Kastor, Hilton's Tintair. Rapidol is estimated to bill some $200,000.

The Sofskin account is budgeted at $500,000, with the money going for magazines, network radio and spot tv. A new product introduction is planned shortly. Albert Plaut is the account supervisor.

The Dunbar Laboratories account, a division of Chemway Corp., includes Pretty Feet, Zonitors and several other products in test. #

Dodge Announces Its Compact Car

DETROIT, April 7—Dodge is the latest line to confirm plans for a new compact car next fall.

M. C. Patterson, Dodge general manager, speaking at a truck clinic in Cleveland last week, mentioned briefly that there would be a compact car in the Dodge line to accompany the Dart. Dodge declined to enlarge on the statement this week, except to indicate that pricing will be in line with other compacts.

The new small Dodge is expected to bow in the fall.

■ Last week, C. E. Briggs, general manager of the Chrysler & Imperial division, said no small car is planned for his division.

The Buick division of General Motors a few weeks ago confirmed that it would market a small car next fall (AA, March 28).

At least two other auto makers —Pontiac and Oldsmobile—are expected to start producing compact models for their lines soon, but neither division will as yet confirm this.

Ford Motor Co. also remains close-mouthed on rumors that Ford is planning to produce a "compact compact," which would be even smaller than its highly successful Falcon. #

Marketers Neglect Women's Views in Packaging Wares, Montgomery Says

Consultant Blasts Unawareness of Users at AMA Package Conference

ATLANTIC CITY, April 5—Charlotte Montgomery, consultant and columnist for *Good Housekeeping*, told the American Management Assn. packaging conference today that women think manufacturers are unreasonable about packaging.

In a preface to her speech, Mrs. Montgomery said a business man told her, "You're the one who wants manufacturers to spend thousands of dollars just to please their customers."

"Women," she told the conference, "don't understand why you choose a clear glass jar to pack your product and then wrap it so completely with an over-all label that they can't possibly see the contents.

■ "They can't see why you pick a slithery, slimy, slippery container for things that they almost invariably use when their hands are wet—products like shampoo, bleach, baby care products and weed killer.

"They think you're absolutely nuts that you package toys which are obviously going to be used by the most destructive members of the family in the flimsiest boxes man can make.

"They can't see why you don't package hot dogs and hot dog rolls in equal numbers. They find you unreasonable when you put a big label outside a clothing package—children's pajamas or jeans which shouts 'Machine washable,' then inside buried are contradictory instructions to 'wash by hand,' 'wash separately,' or 'dry clean.'

■ "They think you are unreasonable when your ads say that you do absolutely everything possible to make your product please the customer, and then you hide your address so completely that they can't write to you to say whether you succeeded with them or not," Mrs. Montgomery said.

"They think you're inconsiderate and annoying to be so lavish with sharp pins, 20 pins to a shirt, 11 to a baby dress.

"They find it impossible to comprehend why you package your stationery, candy, cosmetics, shoe polish, furniture wax, crackers and games in boxes, bottles, or jars that are far bigger than the contents require.

"They think it's madness that when you package stockings, three pairs to a box, which is the way they like to buy them, they are almost always of different lengths. They think it's obvious that you don't try out your own packages," Mrs. Montgomery concluded.

STATUS—*Rose Marie Reid, Los Angeles, will use ads in the Wall Street Journal to build status among investors and financial people. Carson/Roberts is the agency.*

■ The packaging conference and exhibition opened yesterday and will close tomorrow with 363 exhibitors. First day attendance was 8,800 despite heavy rain. The attendance is equal to opening days of the 1958-59 shows in New York and Chicago.

Edward L. Slater, director of advertising, Sylvania Electric Products Inc., described a new concept in the packaging of incandescent light bulbs.

Working with Lippincott & Margulies Inc., Sylvania determined that approximately 85% of the lamps sold in food stores are in the 25, 40, 60, 70 and 100-watt sizes. The housewife purchases two or more lamps 60% of the time and the retailer can safely carry a more consolidated inventory. Sylvania's new merchandise system for bulbs consists of the twin pack.

■ "Every Sylvania twin pack is of the same size, contains two bulbs, and uses approximately 10% less space than previous packaging methods," Mr. Slater said. "Bulb wattage is printed prominently, all bulbs are pre-priced and color-coded in brown, orange, green, blue and red, depending on wattage."

He said bulb packaging otherwise has not changed since 1923.

A. K. Sprenkle, vp of American Stores Co., in reviewing supermarket packaging, said he has found that a package or label can become stale, but small changes can be made to present new and fresh ideas. The use of color identification in packaging has been a big factor in increasing sales in supermarkets, he said.

Among innovations in packaging recently, Mr. Sprenkle noted that General Foods is test marketing Birds Eye frozen baby food in glass. "The food is granulated, pours easily from the jar and any unused portion can be put back in the freezer," he said.

"Even the lowly onion has succumbed to the artistry of the packager—four red onions in a plastic package," he said.

Mr. Sprenkle advised the audience: "Give your package the third degree, analyze it on the shelf alongside its competitor. They all look pretty good on the executive's desk."

■ Orlin E. Johnson, vp in charge of production at Bristol-Myers products division, said that in many product items the cost of the package outweighs the cost of the product itself. "Aerosol cans are a prime example," he said.

"These types of packaging have been the success story of the '50s," he said. "This new decade may well change our whole concept of packaging through the exhaustive use of vending machines."

He said that the vending machine, originally designed for cigarets and candy, is rapidly entering the field of retail selling.

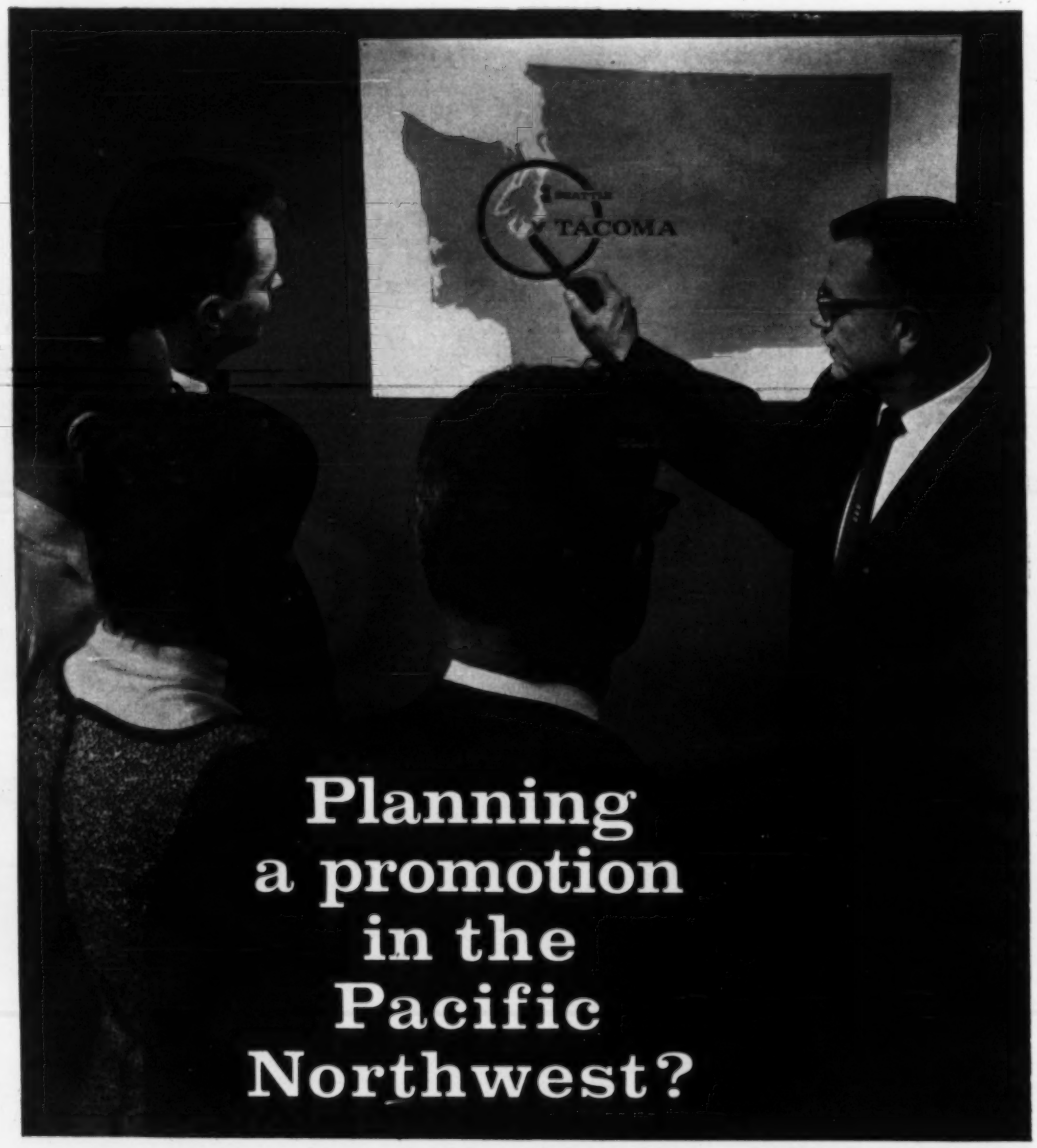
"Occasionally we come upon automatic milk dispensing stations. The consumer is demanding, expecting and receiving more convenience in purchasing his requirements."

Mr. Johnson said he expects to see cosmetics, hair preparations, baby foods, soft goods and proprietary drugs in vending machines in the '60s.

■ Gordon C. McNown, Mead, Johnson & Co. controller, said he doubts if anyone has ever heard his controller sing, "The Best Things in Life Are Free."

"We can offer economy packages that are so economical that we can sell ourselves right out of business. And we can offer con-

(Continued on Page 111)



Planning a promotion in the Pacific Northwest?

THINK TWICE ABOUT TACOMA

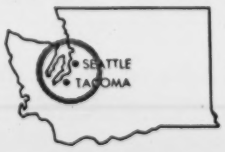
First: always think of Tacoma as a vital segment of the dominant Puget Sound Circle—biggest market in the Pacific Northwest.

When your sales forces work this Puget Sound market, nine times out of ten they cover retail outlets in both Seattle *and* Tacoma *at the same time.* When distribution and merchandising is set in *both* metro areas, the advertising breaks.

Unless it breaks *in Tacoma at the same time,* a good quarter of your sales-merchandising effort is wasted.

That's because of the second thought you have to keep about Tacoma.

It's a market that can *not* be covered by *any outside newspaper* or any combination. Only the dominant Tacoma News Tribune—now delivering more than 85,000 daily—can do the job.



Ask the man from SAWYER-FERGUSON-WALKER and get the facts

Would you settle for a *242% SALES INCREASE in 1960?

That's what a famous manufacturer achieved — a big 242% increase in sales to America's Newest Families when he sampled his product through BRIDAL-PAX.

BRIDAL-PAX is a new idea in sampling. Non-competing products are packaged in an attractive kit. They're presented with the manufacturers' best wishes to more than 500,000 new brides and grooms *just when they are deciding their brand preferences for a lifetime.*

If you want to increase your sales for years to come, use BRIDAL-PAX in 1960!

An inexpensive Test Program can be tailored for *your* product in any area you wish. Phone or write to

BRIDAL-PAX INC.
Controlled Product Sampling
25 Hempstead Gardens Drive
West Hempstead, L. I., N. Y.
IV 5-0660

*Fact Finders, Inc.

What happens to food sales at Purity Stores...

when THE BIG ONE puts on the pressure?

J. R. NIVEN, *President and Chief Executive Officer,*
Purity Stores, Ltd.,
Burlingame, California
97 stores. $100,271,427 annual volume.

Let Mr. J. R. Niven, President and Chief Executive Officer of Purity Stores, Ltd., give you just one example of what happens in food stores from coast to coast when products are advertised in THIS WEEK Magazine—the biggest thing in print:

"IT IS no secret with us that the movement of merchandise advertised in THIS WEEK is noticeably accelerated at the time of publication. Therefore, we are always delighted to see suppliers, whose products we market, include THIS WEEK on their advertising schedule. It makes it easier for us to sell goods in volume, profitably."

J. R. NIVEN

to move goods fastest...

Buy The Big One

CIRCULATION MORE THAN

13,000,000

Use Premium to Get Faithful Buyer, Not Fickle Folk: O'Connor to PAAA

CHICAGO, April 5—"Time after time I have seen good, imaginative premium ideas fail miserably because they were aimed at the wrong target."

These words from Michael J. O'Connor, vp and director of merchandising, Foote, Cone & Belding, were delivered to the premium advertising conference, sponsored by the Premium Advertising Assn. of America, held in conjunction with the National Premium Buyers Exposition.

"A premium, like any other form of promotion," said Mr. O'Connor, "must attract the kind of customers who will buy again and again and again—and not concentrate solely on the fickle, indifferent buyer who buys your premium this month . . then goes on to buy the product making the best offer the next time she's in the market."

While there is a real place for the big volume premium, especially in the children's field and in test marketing, Mr. O'Connor strongly recommended premiums that attract long-term users.

■ He cited a special study by Market Research Corp. of America on cake mix sales over a six-month period. It revealed that 15% of cake mix buyers bought 55% of all the deal merchandise—yet in total volume, they accounted for no more than a normal share of total cake mix sales.

"Put another way," Mr. O'Connor continued, "MRCA found out that 15% of the cake mix buyers were taking over half the millers' promotional dollars and in return were giving them virtually no loyalty and practically no extra volume."

He said that MRCA found, as a general rule, "that one-third of a brand's customers buy two-thirds of its total volume. Here again it seems to me we have evidence that numbers alone aren't the answer—for if a premium is to be considered successful it must recruit heavy buyers, and I'm sure you'll agree that premiums which have the greatest appeal to the buyer aren't necessarily the premiums which will bring in the greatest number of returns."

Mr. O'Connor defined the two basic requirements that gauge the success of a premium idea as (1) that it be a readily recognizable bargain, or (2) that it be sufficiently unique and desirable to get reaction.

■ David H. Trott, overseas advertising manager, Procter & Gamble, Cincinnati, noted that marketing success for packaged synthetic detergents in many foreign countries depends heavily on a company's ability to develop good merchandise premiums.

PREMIUM PEERING—*"Miss Something Extra," Chicago model Michaelain, cruised through last week's National Premium Buyers Exposition, Chicago, sponsored by the Premium Advertising Assn. of America, at Navy Pier.*

He said the merchandise premium trend has grown so great that in some countries a brand without a premium has little chance of success.

Mr. Trott said only generalized explanations can be offered for the consumer appeal of in-package merchandise, and even these are speculative and subject to exceptions. He cited two possible explanations:

1. Permanent merchandise premiums seem to be popular in proportion to the living standards of the people of various countries.

2. The "cracker jack" technique (in which the consumer doesn't know what merchandise she will receive until the package is opened) seems to have most success in countries with legal lotteries or where the people are otherwise conditioned to offers involving an element of chance.

■ The P&G ad executive listed the following conditions in areas where his company has operations:

• **Canada:** The majority of washing powder brands sold contain some type of merchandise in the package. Generally, the consumer knows from ads and from the package what kind of merchandise is inside. The consumer pays a small price premium for products with merchandise compared to those without.

• **Mexico:** This is the origin point of the "cracker jack" technique and still the place of its greatest popularity. At one point it was almost impossible to buy a package of well-known washing powder and not get a premium.

• **Venezuela:** This country followed the Mexican pattern, which is still continued, but has also adopted the Canadian pattern and has come up with some variations. For example, one brand in Venezuela is putting edible products—such as a can of chili—in the washing powder package.

• **Europe:** The permanent offer of merchandise premiums has become an important element in washing powder sales here, although not yet as dominant as in Latin America, and not yet accounting for as high a percentage of the total business as in Canada. "Cracker jack" premiums are found mostly in France, Italy and Belgium. #

Sullivan to Sudler & Hennessey

Jack Sullivan, formerly with G. M. Basford Co. and William Douglas McAdams Inc., has joined Sudler & Hennessey, New York, as manager on a medical account group.

Smith/Greenland Moves

Smith/Greenland Co., New York, has moved to larger offices at 666 Fifth Ave.

IT'S THE PROS WHO MAKE THE HITS!

In today's market, only the professional approach gets to first base in producing advertising that sells. With Jam Handy's professional, fitted-to-the-purpose techniques, your message scores with the right people.

When you call on Jam Handy for motion pictures, slidefilms or presentations, you can count on getting results—results that only the experts can give you. Whatever your advertising needs, whether you sell products or ideas, our staff is trained, our studios equipped for versatile, thorough service. The Jam Handy Organization is prepared to give you the very highest quality . . . to make every advertising campaign a real hit.

And costs are always realistic for top-flight quality. With Jam Handy One-Stop Service, one organization, one briefing, one accounting does it all. For consultation call . . .

The **JAM HANDY** *Organization*

GROUP PRESENTATIONS OF IDEAS

MOTION PICTURES • DRAMATIZATIONS • PRESENTATIONS • VISUALIZATIONS • SLIDEFILMS • TRAINING ASSISTANCE

CALL NEW YORK, JUdson 2-4080 HOLLYWOOD, Hollywood 3-2321 DETROIT, TRinity 5-2450 DAYTON, ENterprise 6289 PITTSBURGH, ZEnith 0143 CHICAGO, STate 2-6757

ATHERTON UNSCREWS THE UNSCRUTABLE

Wasn't it a Senator who said "unscrew the unscrutable," Atherton?

True, Quinby, but I'm borrowing it in a good cause — a Fuller Explanation of the Fundamentals of Ad Page Exposure.

Q: What's an Ad Page Exposure?

A: I thought you knew. When a magazine reader turns to your ad page, he is exposed to it. Your ad's on page 19. The reader's on page 19. Bang—an Ad Page Exposure.

Q: That seems Fundamental enough. But why make a fuss about it?

A: Come, come. As the manufacturer of Quinby's Kumquats, how have you been selecting magazines?

Q: Audience has been helpful. It told the number of people who look at or read some part of the magazine.

A: Ah, but if that audience isn't exposed to your ad page, what good is it?

Q: Gee, I'm supposed to ask the questions, Atherton. What good is Ad Page Exposure?

A: You remember when you were selling kumquats door to door. Some doors opened when you knocked; some didn't. Now I don't know what your sales percentage was with the housewives who answered . . . but I know for sure what it was where nobody came to the door. Each Ad Page Exposure is a *proved* face-to-face contact between your ad page and a reader.

Q: How do the different magazines stack up at opening doors?

A: So happens there *is* a new study of media effectiveness. And it shows that Life and Look aren't too far behind the Post.

Q: What's the box score?

A: I just happen to have the figures right here: Post—30,861,000 Ad Page Exposures, Life—30,110,000 APX, Look—30,702,000 APX.

Q: Hmm-m. But which should I use for Quinby's Kumquats?

A: Buy all three—at a cost per thousand Ad Page Exposures of only 90¢. Or, if your budget holds you to one, remember there are imporant qualitative differences in magazines and you choose accordingly.

Q: Well, I'm looking for exposures to bigger families with more money to spend.

A: Then you want the one magazine that gives you *high frequency* exposure to *high quality* readers in each issue . . . the Post. Your Post ad page is seen by heavy-consuming larger families 3 million more times than a Life ad page, 1½ million more times than a Look ad page. And among the $4000-and-higher households that spend two-thirds of all durable and package goods dollars, the Post gives you half a million more Ad Page Exposures. To see how high frequency can work for you, ask your Post salesman for a demographic breakdown.

Q: I will! I'll ask him for the Republican breakdown, too!

A CURTIS MAGAZINE

The Saturday Evening

POST

THE INFLUENTIALS' MAGAZINE

'N.Y. Times' '59 Ad Revenue Hit Alltime High of $80,792,555

NEW YORK, April 7—The *New York Times* grossed a record $103,269,682 from its newspaper operation in 1959, a gain of some $17,600,000 over its 1958 gross of $85,576,162.

Net income from newspaper operations last year—which the *Times* said was not comparable with 1958 because of an extended newspaper strike that year—amounted to $1,867,869, as against a 1958 net of $166,052 and a 1957 net of $1,462,814.

From all operations, including dividends from Spruce Falls Power & Paper Co. Ltd. and gains from sale of real estate, the *Times* last year netted $3,001,460, as against $1,285,359 in 1958.

In its statement to stockholders, the *Times* attributed the record gross from newspaper operations to gains in advertising and circulation. Advertising—less discounts, commissions, allowances and returns—totaled $80,792,555 in 1959, as against $65,833,213 in 1958 and $66,922,473 in 1957. (In March, the *Times* said in an ad that the gross cost to advertisers of space run in 1959 was over $90,000,000.)

■ Circulation during the year brought in $20,426,594, compared with $17,969,856 in 1958 and $17,899,419 the preceding year.

Ad volume in 1959 amounted to a record 60,056,995 lines, compared with 50,655,463 lines run up in strike-bound 1958. Linage in 1957 totaled 52,334,513 lines.

Commenting on its general financial shape, the *Times* noted that increased daily and Sunday circulation prices in its 50-100 mile zone, increased ad rates put through in 1959 and gains in advertising volume provided sufficient revenue to cover increased costs of operation. Its 1959 margin of income from newspaper operations, however, "is too narrow to provide adequate protection in periods of recession when revenue is certain to drop more rapidly than expenses can, or should, be cut," the *Times* said.

■ "In periods of prosperity," the report continued, "this margin is not sufficient to build up the funds needed to finance future growth. It is therefore essential that this margin be widened. To accomplish this in part, advertising rates in all major categories have recently been increased [and] a major effort is being made to control costs . . ."

A breakdown of advertising linage by classification was reported by the *Times* as follows:

	1959	1958	1957
Total	60,056,995	50,655,463	52,334,513
Retail	24,273,090	21,651,768	22,252,646
General	15,708,245	13,496,982	12,878,192
Automotive	1,541,780	1,308,289	1,550,863
Financial	2,467,926	1,890,470	1,886,076
Classified	16,029,067	12,262,228	13,714,210

Baltimore Gas Co. Runs 'Count on the Sun' Contest

The Baltimore Gas & Electric Co. is using heavy advertising in the *Baltimore Sun* and the *Baltimore News-Post* to promote its "Count on the Sunshine" contest designed to stimulate sales of natural gas heat during the slump season for heating equipment sales.

Prizes, including a first prize of $500, will go to the contestants who come closest to estimating the hours and minutes of sunshine during May, 1960. Double prizes will be awarded winners who contract for gas heat between April 1 and May 31. Contestants must agree to a free heating survey and estimate on the cost of changing to natural gas heat. Emery Advertising Corp. is the agency.

Hit Rival Fuels, Compton Urged in EEI Presentation

CHICAGO, April 5—Members of Edison Electric Institute today got a look at part of the presentation which won EEI's Live Better Electrically program for Compton Advertising.

Compton was named last week to succeed Fuller & Smith & Ross on the account, which is expected to bill more than $2,000,000 (AA, April 4).

Ralph Zeuthen, Live Better Electrically program director, discussed the new plans at EEI's 26th annual sales conference. In essence, they stress a more concentrated and more competitive ad drive.

He showed Compton's "recommended copy platform," which already has been approved by the proper EEI committees. Among the recommendations:

- Advertising should be "sharply competitive" with other fuels.
- This can be done by "exploiting the exclusive consumer benefits which stem from the fact that electricity is flameless."
- Advertising should persuade the woman that she will increase her stature as a "smart home manager" by using electric appliances, and should project a picture of all members of the family "living better electrically."
- Advertising should give prominent and consistent display value to the theme line, "You live better electrically."

■ Mr. Zeuthen said advertising will concentrate on "the most critically competitive subjects: ranges, water heaters, dryers, heating and cooling and Medallion (all electric) homes."

He stressed that research (by F&S&R) on the "live better electrically" slogan revealed that it evokes a "warm, believable, happy thought. This is worth millions of dollars to us and we must promote it."

The research also showed that housewives look upon flame as old fashioned, he added, which is why LBE ads will stress "flameless" electricity.

■ Research was also the topic of another speaker, Dr. Virginia Miles, vp and research director of McCann-Marschalk.

She reported that research which her company has done indicates that consumers have a generally unfavorable attitude toward gas and electric companies, primarily for these reasons:

- The feeling that utilities sell something that is essential to life, thus being in a position to withhold the sheer necessities of life from unfortunate people.
- The feeling that the consumer is deprived of freedom of choice, since utilities do not face competition.
- The feeling that utilities merely supply natural phenomena (gas or electricity) without adding anything to it.

■ "As a result of these underlying attitudes," Dr. Miles said, "good service and low rates become something the consumer thinks the utility *owes* him."

Some utilities are viewed favorably by the public, she said, because they make a concerted effort to get a good image. "Different images stem both from the goals and practices each company has set itself, and also from the content and impact of their advertising and other sales promotion efforts." #

ORLON
REG. U. S. PAT. OFF.
and
DACRON
REG. U. S. PAT. OFF.
are
trademarks,
too!

As this helmet identifies the fireman, our trademarks identify the unique qualities and characteristics of two of our modern-living fibers. "Orlon"* distinguishes our acrylic fiber; "Dacron"*, our polyester fiber. As we use and protect these trademarks, they become more meaningful and valuable both to consumers and to the trade.

For handy folders on proper use of the trademarks "Orlon" and "Dacron", write Product Information, Textile Fibers Dept., Section AA, E. I. du Pont de Nemours & Co. (Inc.), Wilmington, Delaware.

TEXTILE FIBERS DEPARTMENT

DU PONT
REG. U. S. PAT. OFF.

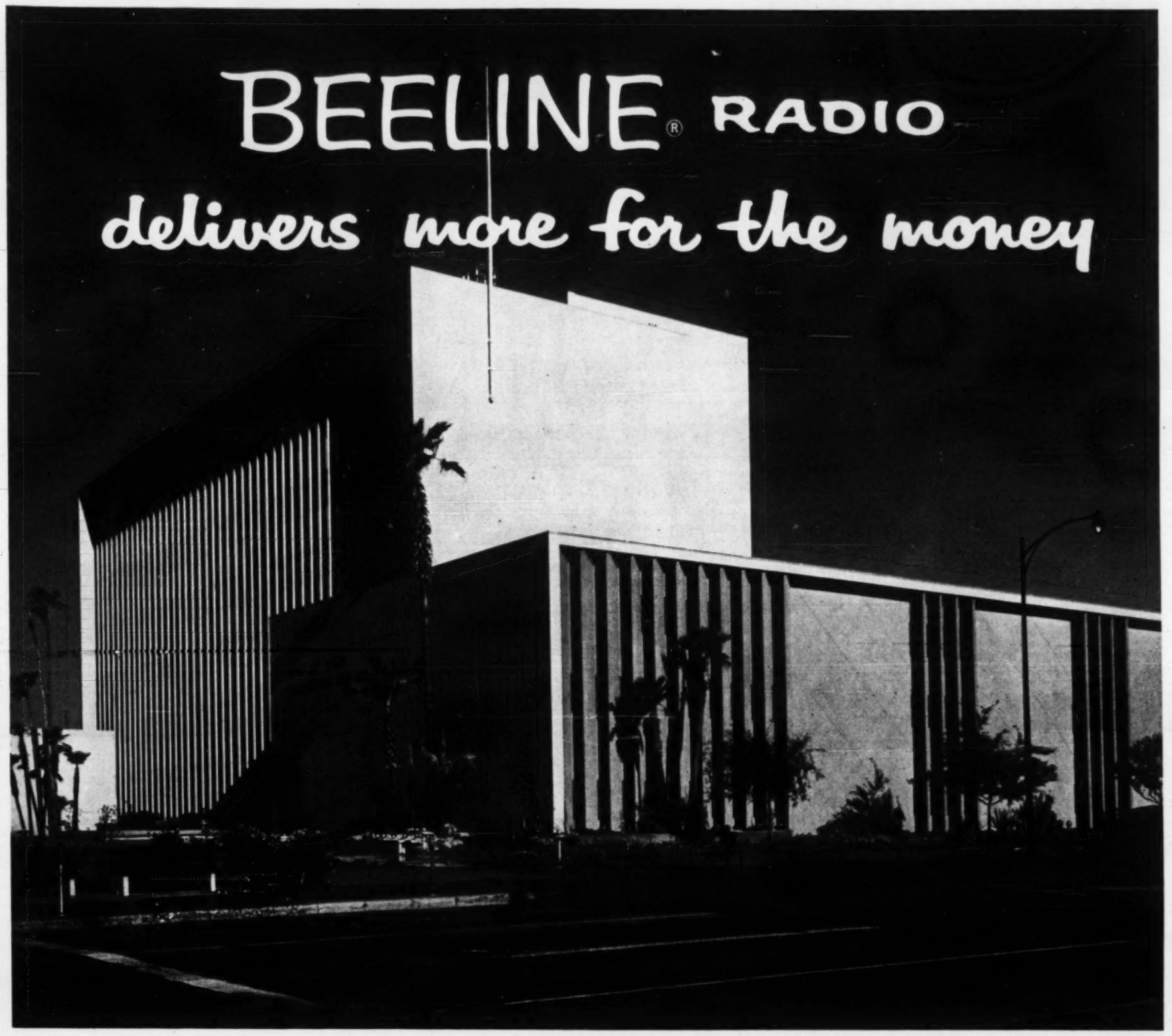
BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

*DACRON and ORLON are our registered trademarks. When you use them: *Distinguish them*—Capitalize *and* use quotes or italics, or otherwise distinguish by color, lettering, art work, etc. *Describe them*—Associate them with their generic terms—for DACRON the generic term is polyester fiber, for ORLON the generic term is acrylic fiber. *Designate them*—As Du Pont's trademark for its polyester (acrylic) fiber in a footnote or otherwise.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money



Kern County Administrative and Courts Building

Beeline station radio broadcast markets are fertile with sales potential. For example, in Bakersfield—home city of KERN—retail sales are even greater than in Erie, Pa. (with almost 3 times more population) and San Bernadino, Calif. (almost twice as big!).*

Kern County, with Bakersfield its county seat, produces a quarter of all the State's oil . . . is the third largest agricultural county in U. S. . . . is important in mining, food-processing, metal fabrication and as a distribution center.

The most effective way to beam your radio message into the thriving Bakersfield market is on KERN, the Beeline station in Bakersfield.

As a group, Beeline stations give you more radio homes than any combination of competitive stations . . . at by far the lowest cost per thousand. (Nielsen & SR&D)

Sales Management's 1959 Survey of Buying Power

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO.,
NATIONAL REPRESENTATIVE

Pepsi Hits New Spot—BBDO Instead of K&E

(Continued from Page 1)

gerald-Sample; Foote, Cone & Belding, and Needham, Louis & Brorby. A 12th agency, Young & Rubicam, widely regarded as a contestant, last week told AA it was not in the running.

For BBDO the $10,000,000 Pepsi plum, which falls officially into the agency's basket about Aug. 1, was piled atop last month's acquisition of Dodge cars and Dodge trucks (while losing De Soto and Valiant), for a net gain of about $14,000,000 in billings; the addition of Warner-Lambert's Bromo-Seltzer in February, worth $2,500,000 in billings. Its recent losses were the $1,500,000 Penick & Ford account to Grant Advertising; Hat Corp.'s Cavanaugh hats, billing $40,000, to Grey Advertising.

■ Kenyon & Eckhardt's track record in the first quarter of 1960 looked like this: Resigned the $1,500,000 Wilson meat advertising; added Elgin Watch in Canada; picked up the $500,000 Reddi-Wip business.

K&E also figured in the biggest account change of 1959. This saw the $12,000,000 Radio Corp. of America business moved out of Kenyon & Eckhardt last August in favor of J. Walter Thompson Co., the agency which had lost the business to K&E in 1954.

There were some ironical similarities in the RCA and Pepsi losses for K&E.

• *Item:* Pepsi sales and profits reached record levels in 1959 (volume zoomed from $142,217,863 to $157,769,109, and net income jumped from $11,547,954 to $13,873,843. RCA posted gains of 17% in sales and 29% in net profits last year (volume was $1.37 billion and after-tax profits were $40,000,000).

• *Item:* Pepsi had "deep regret" for moving out of K&E, which it knew was "capable of fine and full service." RCA hailed K&E's "creative excellence" on the account.

■ Kenyon & Eckhardt, by its own admission, made a "heroic effort" to save the Pepsi business after it became known that the client was sending out invitations "to a group of agencies selected to meet certain specifications that Pepsi-Cola Co. held essential."

In a memo sent to his staff at 4:05 p.m. Tuesday, William Lewis, president of K&E, wrote:

■ "The attached letter [announcing Pepsi's departure] was received at 3:40 this afternoon. I am sorry to send this news. I want to say this agency made an heroic effort to save the Pepsi-Cola account, and we have nothing but praise and admiration for the extra efforts contributed by a host of talented and dedicated Kenyon & Eckhardt people. To every one of them, my heartfelt thanks.

"We are proud of our record of service to Pepsi-Cola, we are glad we were able to contribute materially to their progress, and we wish them every success in the years ahead.

"I know that all of you will continue to give full and prompt service on the account until the official termination date [which is yet to be announced].

"By that time, we hope that we shall have sufficient new billing to continue K&E's uninterrupted growth."

■ Personalities may have played paradoxical roles in the account switch. K&E lost out despite the fact that Pepsi-Cola's marketing team is dotted with graduates from the agency: John H. Soughan, vp-marketing services; Philip B. Hinerfeld, vp-advertising, and Allan Pottasch, director of marketing services.

And it may be that Young & Rubicam never figured in Pepsi's planning—despite published reports that the agency had been invited to solicit the account—because Y&R last year took on Pepsi's Los Angeles bottler.

■ The L.A. bottling operation is owned by Bernard Relin, whose New York public relations company was once very close to Pepsi and handled its publicity for a long time. But Mr. Relin and the top management of Pepsi reputedly had a disagreement, and Mr. Relin lost the soft drink as a client. Trade sources regard the Pepsi-Relin split as indicative of continuing ill feeling between both sides. In such an atmosphere, it would be unlikely that Y&R could ever have been regarded as a serious contender for the Pepsi accounts.

Another explanation had nothing to do with personalities. It had it that Y&R could not possibly have taken on the parent company, since Mr. Relin's plant also bottles Hires root beer and Bireley's soft drinks, and Y&R handles that advertising.

Serene Surface Hid Pepsi-K&E Tension, Some Observers Feel

(Continued from Page 1)

has been reviewing all the marketing services it buys. This review extended not only to agency service but to the suppliers of such items as point of sale displays.

■ In this context, it was decided that the company should take a look at the different sources of supply in the advertising field.

The decision to undertake this review was probably hastened by agency-client difficulties.

For example, it is known that some Pepsi bottlers have been critical of recent Kenyon & Eckhardt advertising. One of the questions raised was whether the sophisticated, high-fashion advertising theme had outlived its usefulness.

One complaint that reached Pepsi's top management was: "Our advertising isn't as good as it was three years ago."

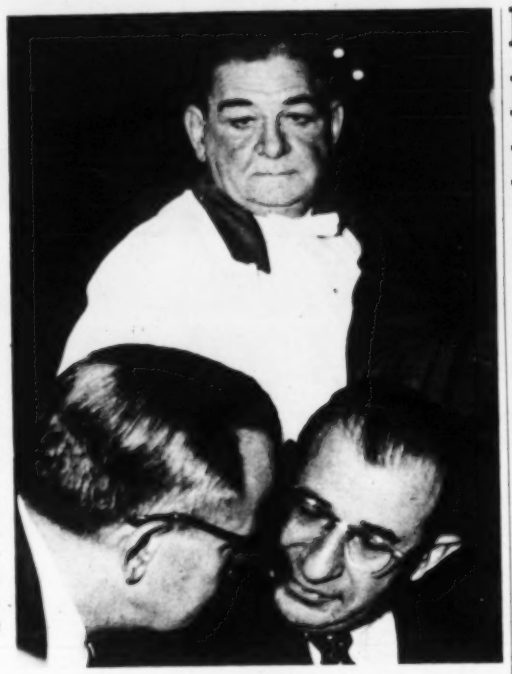
■ One beverage industry executive said it would be naive to look at Pepsi's beautiful sales curve and assume that therefore all was well with the agency-client relationship. He pointed out that a seemingly happily-married couple sometimes end up in the divorce court—to the great surprise of their friends.

"No one but the husband and wife know what happens after the door is closed and the guests go home," he pointed out.

Another source close to the Pepsi situation said the agency could not always be credited with sales gains of the client. "Pepsi has a hot marketing team," he noted.

Finally, it was pointed out that Pepsi had simply decided to go outside and see what services were available to measure up to the Kenyon & Eckhardt services. Once it saw, it left.

■ According to one observer, after Pepsi got a long look at the BBDO operation, the prevailing opinion at the company was, "Why fight with bayonets when atom power is available?" #



SEER?—*When this shot of William Lewis, president of Kenyon & Eckhardt (left), and H. L. Barnet, president of Pepsi-Cola, was taken in 1956, the two were in close accord, but the seemingly clairvoyant waiter apparently saw the split-up coming four years hence.*

Pepsi 'Ran Scared' in Seeking Agency, Hinerfeld Explains

NEW YORK, April 7—"We have to run scared."

This was Phil Hinerfeld's explanation of why Pepsi-Cola decided to review its agency service, despite the ever-rising sales of the company.

Mr. Hinerfeld, Pepsi's advertising vp, told ADVERTISING AGE that the company was looking ahead to the 1960s and was therefore reviewing all the services it buys.

"We are reaching for new goals," he said, "and we have told all our suppliers the same thing."

Mr. Hinerfeld said he was proud of the way Pepsi conducted this agency hearing. "It was on the up-and-up, with all the cards on the table," he said. "There was absolutely no pressure from uncles or brothers-in-law or anybody."

The basic measuring rod used by Pepsi was a comprehensive questionnaire that was left at 11 advertising agencies. This questionnaire covered the agency's entire operations, including billings, principal accounts, pension plans, ownership, research services and media buying practices. It also asked for the name of the account supervisor who would be responsible for the account and his salary range.

■ The questionnaire ended with requests for a "short 500-word summary indicating how you feel you could contribute to Pepsi-Cola company's growth" and "a short statement on your philosophy of doing business."

Mr. Hinerfeld said that the answers to the questionnaire made up 60% to 70% of the selection decision. The other important factor was the people Pepsi's executives met during the interviews.

Pepsi indicated that it was highly impressed by the creative force at BBDO. Mr. Hinerfeld emphasized that Pepsi did not ask for any speculative advertising, but agencies were encouraged to show examples of the work done for their clients.

The main point, Mr. Hinerfeld said, was to get the agencies to talk at length about how they would service the Pepsi account.

Mr. Hinerfeld defended the company's decision to invite the present agency, K&E, to submit its ideas along with the others. He took strong exception to the AA editorial of March 21, in which this practice was termed unfair to the present agency and an "impossible situation" for it.

■ Mr. Hinerfeld said: "What would you have us do? We don't think we were unfair to K&E. In fact, we gave them preferential treatment. If we had decided to stay at K&E, we would have been better off for having gotten the agency to look ahead to the problems—they are actually opportunities—facing us."

Mr. Hinerfeld said that in the next 10 years Pepsi would spend between $350,000,000 and $400,000,000 on advertising, and he said it was incumbent on the company to re-evaluate its program in this light.

It was no secret at Pepsi that Charles Brower, president of BBDO, made a big hit with the company. Mr. Brower personally headed up the agency's presentation, and the Pepsi executives were impressed with his approach.

■ "BBDO may have been a little stodgy some years ago," said one Pepsi executive. "But it's different now. We wouldn't work with a stodgy agency."

The last thing Herbert Barnet, president of Pepsi, told Mr. Brower on Tuesday was that the company would make no demands at all on BBDO as far as personnel went. "It's up to you to service the account with the people you want," Mr. Barnet told Mr. Brower.

"You're my kind of man," said Mr. Brower, with a final handshake. #

Plough Net Hits New High; '59 Ad Level Was $7,000,000

MEMPHIS, April 7—Plough Inc., marketer of proprietary drugs and owner of five radio stations, spent $7,000,000 on advertising in 1959 while earning, after taxes, $2,656,804.

Last year's net sales were $34,021,806, compared to $31,517,125 in 1958.

The advertising expenditure was $650,000 more than the 1958 figure, and more than two and one-half times the amount spent five years ago.

The net earnings were the highest in Plough's history—up 15.3% over 1958. Earnings per share equaled $2.10, compared to $1.88 in 1958. #

Zlowe Adds Two Accounts

Preston Shirt Co., New York, maker of women's shirts, has appointed Zlowe Co., New York, to handle its advertising, succeeding Papert, Koenig, Lois. Zlowe also has been named to handle advertising for Radiation Applications, Long Island City, nuclear, chemical and electronic research and development company.

Ratings Not Sole Basis for TV Buy: Lorillard's Gruber

We Buy Short-Term To Avoid Popularity Ebb-Tide, He Says

NEW YORK, April 5—One of television's major selling points—the ratings system—received a left-handed swipe today from the chief executive of one of the medium's biggest users—P. Lorillard Co.

In a speech to stockholders today, Lorillard's chairman and chief executive officer, Lewis Gruber, revealed some of the philosophy behind the company's advertising program, particularly in its use of television.

Noting that more advertisers are increasing their "exploitation budgets," Mr. Gruber predicted that this will one day "pose a serious problem from the standpoint of clear product exposure.

"Large firms are using more space and placing increasingly sizable schedules for tv and radio time," he said. "While print media can add pages, the additional volume could lessen impact. However, advertising involving air time can go no further than the clock permits."

■ Mr. Gruber said that Lorillard invests in many types of tv programs to reach proper age groups for its products. He said tv, however, is a medium "of fads and fancies, ruled by audience influence and questionable ratings."

He gave stockholders a rundown on how the company picks its programs.

"We avoid making long-term commitments in order to guard against being caught in an ebb-tide of waning talent and program popularity," he said. "When we feel a program has served its purpose, we seek a replacement. And may I remind you that high ratings are not necessarily indicative of magic selling ability. Many shows with moderate ratings do far better at the cash register."

In a question and answer session following his talk, Mr. Gruber side-stepped a query on the company's ad expenditure, saying that estimates published in the trade press were "pretty close."

■ According to ADVERTISING AGE's annual listing of 100 leading advertisers, P. Lorillard spent an estimated $28,000,000 in 1958. And according to Television Bureau of Advertising's breakdown of spot television expenditures, the company ranked the 18th biggest advertiser in the medium in 1959, investing $4,177,170. In 1958, Lorillard invested $6,717,450 in spot tv, making it the 11th biggest user.

In network tv, TvB placed Lorillard as the 11th biggest user in 1959 with an expenditure of $12,825,558. This compared with a 1958 network tv budget of $9,791,226.

Lorillard currently sponsors alternate weeks of "Hennessey" and "Johnny Ringo" via CBS, and has alternate weeks of "Arthur Murray" and one-third of "Overland Trail" on NBC. Until January, the company had participations on ABC's "Bourbon St. Beat." Before that it had dropped "World of Talent" because of poor ratings and replaced the program with "21 Beacon St.," which it dropped in March. #

Jordan, Sieber Adds One

Smith-Dorsey division of Wander Co. has appointed Jordan, Sieber & Corbett, New York, to handle advertising for its new ethical drug product, Kanulase.

In electronics, the bandspread method of tuning permits rapid and easy selection of the desired signal.

A familiar application of bandspread tuning is found in your home TV receiver. After selecting the desired channel, the fine-tuning control permits precise zeroing-in on the station.

The editorial format of Electronic News employs the bandspread technique. Separate sections present news of each major industry segment. Within each news section, engineers and executives readily zero in on the news they need.

bandspread

bandspread

bandspread

Cigarets Cause Cancer, Medics Insist at Trial

Experts Testify in $1,125,000 Damage Suit Against Liggett & Myers

PITTSBURGH, April 7—A trio of medical specialists joined in putting the blame for lung cancer on cigaret smoking during a trial of a $1,125,000 damage suit brought by Otto Pritchard, a 61-year-old Pittsburgh carpenter, against Liggett & Myers Tobacco Co.

Mr. Pritchard charges that he had a cancerous lung, which was removed, because he was a heavy smoker of Chesterfield cigarets. Testifying in federal court here, all three of the experts stuck stubbornly to their opinion that cigarets are the "common denominator" in causing the disease.

■ Cross-examined by attorneys for the company that makes such heavily advertised brands as Chesterfield and L&M, the medical men admitted there may be predisposing factors, such as air polution, which may make humans more susceptible to cancer. They also admitted they do not know the "basic mechanism" which causes lung cancer.

But they refused to budge from their collective opinion that cigaret smoking is the basic cause. They further testified that there is no controversy in the medical profession on this point.

■ Those testifying as medical experts were Dr. William F. Kremer of Hartsdale, N. Y., medical director of Denver Chemical Corp.; Dr. Richard Overholt, head of Overholt Thoracic Clinic, Boston, and Dr. Victor H. Kaunitz of Buffalo, thoracic surgeon.

All three said they appeared voluntarily as witnesses, and are not being paid to testify.

The trial is expected to continue into next week after a weekend recess and both the plaintiff and the defendant are expected to call a number of additional witnesses during the first day of the trial. Attorney J. P. McArdle, counsel for Mr. Pritchard, announced that he intended to show that Chesterfield advertising has been "deceitful" and that Liggett & Myers was negligent in not recognizing that cigaret smoking causes cancer, but this issue has not cropped up so far.

■ Liggett & Myers lost a minor legal skirmish soon after trial of the case started.

Contending that medical scientists simply do not agree as to whether cigaret smoking causes lung cancer, attorneys for the company asked for a hearing on the value of such testimony. Their argument, in brief, was that such testimony is not competent and sufficiently based on scientific evidence.

Judge John L. Miller ruled, however, that he would hear the testimony and "rule thereon as the case proceeds." #

Nielsen Co. of Canada Expands Broadcast Service

A. C. Nielsen Co. of Canada Ltd., Toronto, has expanded its Broadcast Index service across Canada to include 15 major markets, which account for more than 80% of Canada's tv homes. The 15 markets are Calgary, Edmonton, Hamilton, Halifax, Kingston, London, Montreal, Ottawa, Quebec City, Regina, Sherbrooke, Toronto, Vancouver, Windsor and Winnipeg.

Doherty, Clifford Passes Optical Assn. 'Test' for Account

NEW YORK, April 7—There's apparently nothing much wrong in Doherty, Clifford, Steers & Shenfield's relations with the Federal Trade Commission, because the Better Vision Institute yesterday named that agency to handle its upcoming national "vision care program."

Early this year, the Optical Manufacturers Assn. decided to use 20 questions in its search for an agency to handle a $750,000 industry promotion program. The questionnaire went to "six or seven" unidentified agencies which were asked whether "you or any of your accounts are currently involved in FTC investigations. If so, name the accounts and state the circumstances" (AA, Feb. 15).

The institute, founded in 1929, is aiming at educating the public to the need for professional vision care. It said a recent study showed one-third of all Americans who do not wear glasses have visual defects that require correction, and that 40% of those who do wear glasses have not been re-examined in nearly four years.

■ BVI, a public education organization for the ophthalmic industry and professions, represents optical manufacturers, wholesalers, prescription opticians, optometrists and ophthalmologists. The Optical Manufacturers Assn.—members of the industry-wide institute—raised the promotion funds for the forthcoming campaign, then turned them over to Better Vision. In view of this, it was the association that sent out the agency questionnaires. The association has never previously advertised; the institute did some advertising several years ago. #

CFAC to Sponsor Collegiate Advertising Conference

Thirty-five students from 17 midwestern colleges and universities, most of whom are marketing or journalism majors, will attend the Collegiate Advertising Conference of Mid-America to be held in Chicago from April 18-20. Sponsored by the Chicago Federated Advertising Club, the three-day program will include discussions with leading advertisers, agencies, media executives and other key personnel engaged in marketing.

In addition, visits to the Chicago Federated Advertising Club, *Chicago Sun-Times*, R. R. Donnelley & Sons, General Foods, McCann-Erickson, A. C. Nielsen Co., Fred A. Niles Productions, Standard Oil Co. (Indiana), Swift & Co., and ADVERTISING AGE, are scheduled.

AIA Board Defers Action for Year on Company Members

Establishment of a new "company" membership classification in Assn. of Industrial Advertisers has been postponed for at least another year, it has been decided by the AIA board of directors. The board voted to send the proposal back to committee for more research.

The board action followed a recommendation by Jordan D. Wood, manager of marketing services at Jones & Lamson Machine Co. and chairman of the AIA company membership committee, who said that more time was needed to resolve several questions on the proposed new membership category.

'Coin World' to Bow April 21

Sidney Printing & Publishing Co., Sidney, O., will launch a new weekly newspaper for coin collectors, *Coin World*, on April 21. Rate for a one-time b&w page is $76.

OUTDOOR TOPPERS—*Sunbeam bread topped the leading ten outdoor advertisers in the Starch national ratings for the four weeks ending March 9 with a copy performance index of 88. Coca-Cola posters placed second and third with 85 and 65. The remaining top raters were Atlantic gas (59); Hamm's beer (55); Standard Oil (Ind.) (53); Budweiser beer (50); Schaefer beer (48); Ford car (46); Delco battery (44), and Olympia beer (44).*

No 'Monkey Business' on Royal-Wedding Shows, Networks and Advertisers Promise

NEW YORK, April 7—Sponsors of the U. S. tv coverage of the royal wedding of Princess Margaret to Antony Armstrong-Jones will bend over backwards to maintain the propriety of the occasion.

These cautious advertisers, Frigidaire and Yardley, as well as the networks, will use every means to avoid a recurrence of the comments of poor taste elicited by the coverage of Queen Elizabeth's coronation in 1953 when some "monkey business" invaded the ceremony. The showing of a picture of chimpanzee J. Fred Muggs, of tv fame, along with speculation of "a coronation in a monkey kingdom" midway in the religious service brought a deluge of scathing comments from the British press as well as from critics in this country.

The networks and sponsors were charged with overcommercialization and other indiscretions, including references to automobiles as "America's crown jewels" and the "queen of the road."

■ Comments about the U. S. coverage of the wedding have already appeared in the *London Daily Mail*. In the April issue, columnist Paul Tanfield wrote: "Millions of Americans will see Princess Margaret's wedding on tv by kind permission of Yardley of London Inc. They are the sole sponsors of the American Broadcasting Co. program. At least it's an improvement on America's arrangements for the telecast of the coronation. The ceremony was interrupted with spirited interludes by chimpanzee J. Fred Muggs." No reference was made to sponsorship of the event by the Frigidaire division of General Motors on NBC.

Frigidaire will spend about $350,000 in time and talent to back three special programs of the Princess over NBC-TV. CBS is still looking for a sponsor for its 45-minute special scheduled for the day of the wedding, May 6, at 11:15 p. m., EST. Tapes will be sent via jet airplane or a transatlantic cable film system for presentation on all three networks.

■ First of the NBC specials is an hour show, "The Princess and the Photographer," set for April 24, at 7 p. m., EST. It will portray the Princess from the crib to the altar, as well as present some of the social events preceding the wedding. "The Royal Wedding" (Part 1), scheduled for the afternoon of the ceremony (time to be announced), will show the waiting crowds and the processions in London. "The Royal Wedding" (Part 2), an hour show to be presented the same day, at 7:30 p. m., EST, will cover the entire wedding day.

An executive at Dancer-Fitzgerald-Sample, Frigidaire's agency, said, "We will go from the ceremony to a commentary and then to a commercial to forestall any possibility of running a commercial directly after the Princess." The spokesman said it has not been decided yet what direction the commercials will take.

ABC has indicated that, although there are no restrictions as such, extreme good taste will be exhibited. Emphasis on decorum was reiterated by Charles R. Hogen, vp at N. W. Ayer & Son, agency for Yardley. Mr. Hogen said that the commercials will probably emphasize the company's Red Roses line of cologne spray mist and dusting powder because of its natural tie-in with the Tudor Rose. The half-hour special on ABC will be shown the day of the wedding, at 5 p.m., EST. #

Chrysler Leads Account Switches in First Quarter

(Continued from Page 1)

sible for the second biggest realignment. The Love Pat, Moon Drops, Ultima cream and makeup and Sun Bath account was moved to Grey Advertising from C. J. LaRoche & Co. Grey also acquired the Top Brass and Hi & Dri account from Mogul Williams & Saylor, for a billing total of $4,500,000.

■ Warwick & Legler was given Revlon's Intimate fragrance and Baby Silicare account, formerly held by C. J. LaRoche, and the Aquamarine fragrance and Satin Set account, formerly held by Mogul Williams, for a total of $1,000,000 in billings.

Third in the tabulation was Calvert Distillers Inc. The company took its Lord Calvert account away from Cohen, Dowd & Aleshire and the Calvert Reserve and gin account from Grey Advertising—a billing total of $5,100,000—with both liquor accounts going to Benton & Bowles.

Union Oil Co. of California switched its $3,000,000 account from Erwin Wasey, Ruthrauff & Ryan to Young & Rubicam, representing the fourth largest agency change. #

Jersey Standard Net Increases 12% in '59; Revenue $8.7 Billion

NEW YORK, April 6—Standard Oil Co. (New Jersey) this week reported consolidated net income for 1959 of $629,778,000, a gain of 12% over 1958 net income of $562,475,000.

In its annual report, the company said revenues from sales and investments in 1959 totaled $8.7 billion, a 5½% gain over total revenues in 1958.

Operations in the U. S. accounted for some 34% of consolidated earnings, the company said, while other western hemisphere operations accounted for 38%. Eastern operations accounted for the remaining 28% of earnings.

Worldwide sales of petroleum products reached record levels in 1959, with 1.1 billion bbls. representing an 8% increase over the preceding year. Jersey said the biggest gains were made in the U. S., where product sales volume increased 12%.

■ In a statement to stockholders, the company noted that the oil industry is undergoing a "period of imbalance of supply and demand," brought on by excess capacity. Consequently, there has been "intense competition and weakening of price structure in the industry," Jersey said.

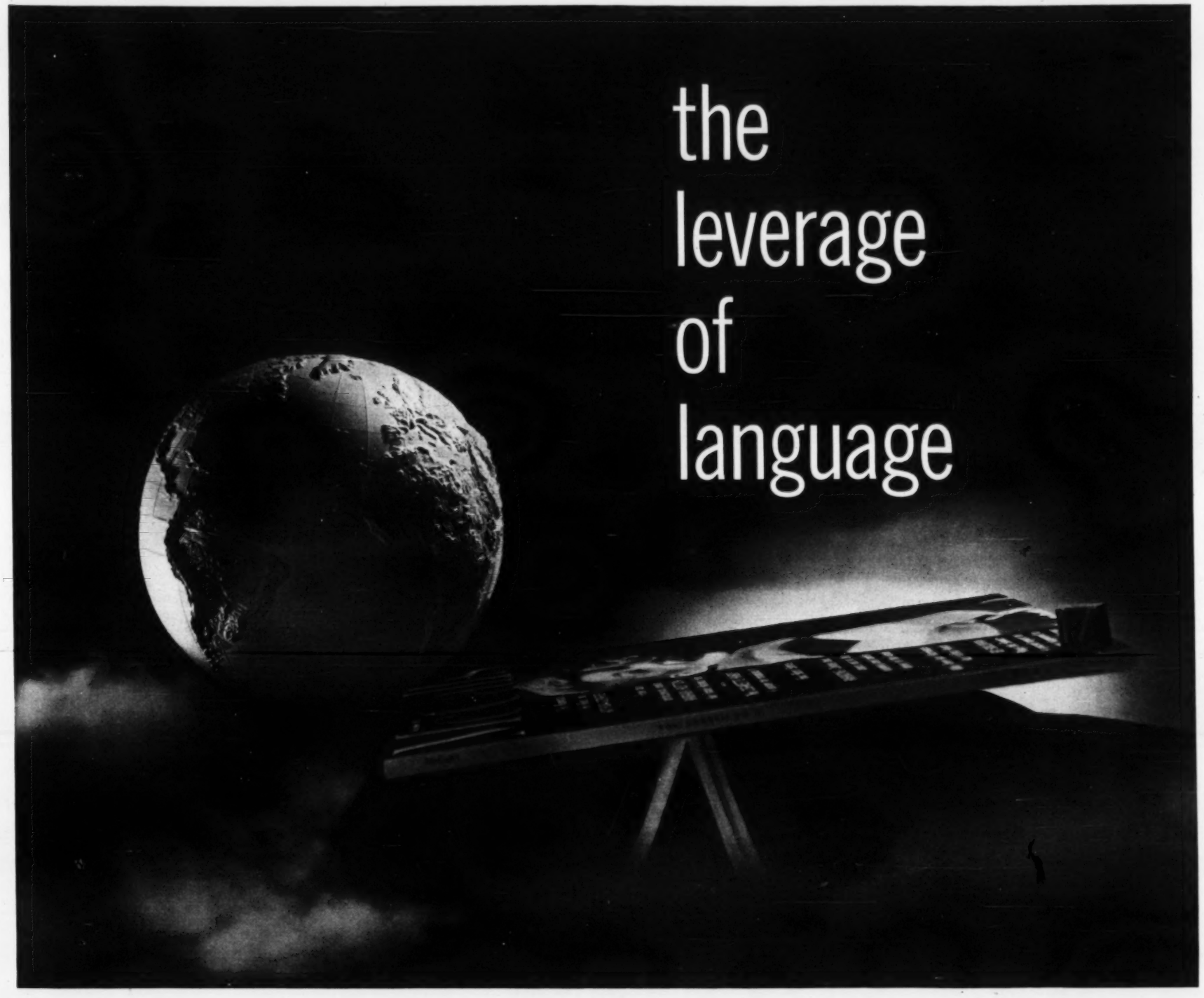
On the marketing front, Jersey said that as a result of the consolidation of its principal domestic affiliates with Humble Oil Refining Co., "Jersey will be in a position to compete more effectively than ever before and to extend marketing to all 50 states as profitable opportunities appear.

"Though Jersey intends to retain the use of the familiar Esso trademark," the report added, "the search continues for a brand name to be used nationwide." #

Colle & McVoy Gets Gluek

Colle & McVoy, Waterloo, Ia., and Minneapolis, has been named to handle advertising for Gluek Brewing Co., Minneapolis, brewer of Gluek beer and Gluek Stite. Olmsted & Foley is the former agency of record.

Photographer: Robert Elmore, of the Wesley Bowman Studio, applies advanced staging and photographic techniques to solve a problem of symbolic illustration.



When Archimedes grasped the principle of the lever, he said: "Give me a place to stand on, and I will move the world." National advertising applies the leverage of language to move merchandise . . . *and its power depends on the place it stands on.* Advertising in established magazines stands on the firm ground of reader loyalty earned by editorial service. They are *basic* media because their audiences are not transient, but enduring, with the permanence needed to build brand loyalties month after month and year after year.

Loyalties run deeper than statistics in American business and family life. We know this from our own business experience with leading American advertisers, agencies, and publishers for more than a quarter century. Like the well-known artists and photographers who have cooperated with us in the development of this series, we honor the past and believe in the future of America's national magazines. Both editorially and as advertising media they are basic to the health of American society.

COLLINS, MILLER & HUTCHINGS, INC.

America's finest photoengraving plant
for letterpress and gravure
333 West Lake Street, Chicago

Young Chicago loves to buy...

...the Chicago Sun-Times

Smart advertisers know it's the young families who buy the most.
Very smart advertisers know where to find them in high proportion.
Advertise in the Chicago Sun-Times—more than half
its readers are men and women 35 and under!

The Editorial Viewpoint . . .

Improvement in California

California advertising men and organizations are to be congratulated upon having handled a difficult problem in public relations in so effective a manner as to raise the stature of advertising in that state.

In January, Gov. Edmund G. Brown of California made a speech to the Sacramento Ministerial Assn. in which he called attention to the amount spent by Henry Ford on the debut of his daughter, the retirement from government service of Neil McElroy of Procter & Gamble, and the fact that "the U. S. spends more on advertising, liquor and tobacco than it does on education."

Advertising people in the state got the impression, from reports of the meeting, that the governor was castigating advertising, and they made a considerable fuss about this "unwarranted and ridiculous attack on an important business function."

Last week a delegation of 11 representatives of organized advertising in the West, including representatives of two western advertising papers and ADVERTISING AGE, spent an hour with the governor in his office in Sacramento. Gov. Brown said he had no intention of taking the advertising industry to task for lack of ethics or anything else; that he was merely trying to point up the need for moral values and for sacrifices in the public welfare.

He suggested that the members of the group in attendance consider establishing in California an operation similar in procedure and techniques to the national program carried on by The Advertising Council. Those present thought this made sense, and Richard Ryan, president of the Advertising Assn. of the West, and Charles Collier, exec vp, agreed to explore the governor's idea.

"The advertising industry," Gov. Brown said, "can be a big help in 'selling' public services in much the same way advertising helps sell commodities. Perhaps, by working together, we can develop a program and figure out how to accomplish this job of upgrading government.

"I'd like to see the appointment of a small committee with which we could sit down and work out ways to package and promote public services of state government which are non-controversial and non-political."

We believe this makes sense. We hope it comes to pass in California, and in other states too.

'National' Is Not Always Best

Marketers, and particularly those with new products, should pay close attention to the experience of Noxzema Instant Lather shaving cream which was related to an Assn. of National Advertisers' workshop by H. W. Grathwohl, Noxzema's vp-advertising.

Essentially, this is a story which a good many marketers can duplicate—a story of a product marketing and advertising "nationally" when its sales and distribution pattern did not warrant even national pressure. Distribution was spotty, and average factory sales per 1,000 of population ranged all the way from $2.12 in one territory to $23.52 in another. "Yet," said Mr. Grathwohl, "we'd been treating all alike."

"Our first major decision," he continued, "was to abandon the idea of being a national advertiser . . . We'd concentrate on a few selected areas and spend right up with the leaders—away ahead of sales, if need be—while we'd put a small holding campaign throughout the rest of the country."

In two years of this kind of strategy, the product's sales and distribution patterns were improved so greatly that it returned as a national advertiser, and is also concentrating in 25 markets.

The point is simple: Sales and advertising effort should be tailored to meet the individual problem. There is no magic in a "national" label as such; sometimes it makes excellent sense to be national, other times it does not.

The Dead Hand of Technique

One of our scouts was recently at an advertising meeting in which a prominent agency man showed a series of television commercials. They were shown to demonstrate techniques now in use in the television field. Technically, most of them were excellent, and the commentary which accompanied them was very instructive.

But what bothered our man was this—in all too many cases not only was it impossible to tell what products sponsored the commercial, it was even impossible to tell what *type* of product was being advertised.

We have noticed before that technique tends to get in the way of identification and simple direct sell in television commercials, and we are alarmed by the viewpoint which seems so common in the business: That technique is all-important in television commercials; that humor and a light touch and being engaging and amusing are more important than simply getting the product's story across.

Be smart; be modern; be clever. But don't forget to sell.

Gladys the beautiful receptionist

—Sandy Woodbridge, Bozell & Jacobs, Omaha.

"He wants to know if payola is commissionable!"

What They're Saying . . .

Definition of a Salesman

A salesman is many things. He is a pin on a map to the sales manager, a quota to the factory, an overloaded expense account to the auditor, a bookkeeping item called cost-of-selling to the treasurer, a smile and a wise crack to the receptionist, and a purveyor of the balm of flattery to buyers.

—From The Modern Almanac, Herb Daniels column, in The Chicago Tribune, March 20.

The Millennium?

What are the distinctive features of the Lark for 1960? [For one thing], there is consistency of design to deliver high resale values to our owners, rather than deliberately planned obsolescence of their purchases.

—S. A. Skillman, vp of Studebaker-Packard Corp., in a speech March 14 at the Chicago Agate Club.

No Individualism

The modern consumer is quite accustomed to having "images" of various kinds thrust upon him, and he would feel lonely without them. From birth, he has been trained to react in a habitual manner to his environment. He prefers the habitual, in fact, and gets frightened when, for any reason, he is cut off from it. No rugged individualist, he . . .

—From an article in Sales Trails, publication of Norfield-Bulman Ltd., Winnipeg, Can.

Imitable?

A lot of U.S. advertising could be a little more bland, along the lines of Canadian advertising. Some U.S. admen are overly intrigued with their own ingenuity. They're throwing that cute, clever, animated stuff all over the place. They forget that the ads that are talked about the most generally are those that are the least effective.

—Ernest A. Jones, president of MacManus, John & Adams, in an interview March 16 with an AA reporter, in Toronto, Ont.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

"Schick tv ads scare buyers from competitors' razors, FTC charges."

That's what the headline says, but those who were scared must have been close relatives of Caspar Milquetoast.

•

Malcolm Muggerridge, appearing on Jack Paar's London program, said *The New Yorker* circulates only in New York, a statement much funnier than most of the things he used to print in *Punch*.

•

"Who made the ice in Squaw Valley?" asks *Chemical Week*.

You may not know who made it, but the correctly named Carol Heiss was hot enough to melt it.

•

"How to Win at Bridge," a new syndicated tv show, has the unique distinction of being advertised by its loving friends, sponsor North American Van Lines, and its agency, the Biddle Co.

•

One of these days a smart advertiser will include in his contest prize lineup a baby sitter who will serve the winners while they fly to Paris for a two-week holiday.

•

Chicago sports fans watching the Canadiens clobber the Blackhawks four straight in the Stanley Cup hockey play-offs must have thought the Yankees were playing the Cubs again in the World Series.

•

Las Vegas odds-makers haven't indicated whether the poor showing of the Yankees in the Grapefruit League has changed their opinion of the 1960 pennant marathon in the American League.

•

"Some dealers ask less ad stress on small cars," a news story on the automobile sales picture says.

The smaller the car, the smaller the profit, it says here.

•

"Tee up a new Titleist, hit it—you'll never be satisfied with another ball."

Unless, heaven forbid, your hit is a slice, hook or dub.

•

Some testimonial ads carry pictures of show business stars without identification, but when Walter Slezak approves a Smirnoff vodka libation, he's correctly labeled as "Walter Slezak, famous star and epicure."

•

When winter lingers in the lap of spring, as it has been doing this year in the East and Midwest, the vacation season in Florida and Arizona is automatically lengthened.

•

One of the requirements suggested by a New England agency looking for a creative account executive is "a liking for clients."

An account executive who doesn't like clients doesn't like the idea of eating regularly.

•

Irv Hexter is advertising for ideas for new industrial magazines.

How about a publication devoted to new ideas for promising business enterprises?

COPY CUB.

Only three newspapers in America's top ten markets published more Total Advertising during 1959 than The Washington Post with over 44,491,000 lines. These were the Los Angeles Times, the New York Times and the Chicago Tribune.

TOTAL ADVERTISING
10 Leaders in Top 10 Markets
6 and 7-Day Newspapers — 1959
From Media Records
First 50 Report

1.	Los Angeles Times	78,690,743
2.	New York Times	60,056,995
3.	Chicago Tribune	56,237,322
4.	Washington Post	44,491,452
5.	Washington Star	44,270,559
6.	St. Louis Post-Dispatch	41,624,610
7.	Baltimore Sun	41,006,362
8.	Detroit News	40,395,532
9.	Philadelphia Inquirer	39,524,086
10.	New York News	39,058,747

FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker Co.—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd.—London; Senor G. Enriquez Simoni—Mexico City; Allin Associates—Toronto and Montreal; The Hal Winter Co., Florida Hotel and Resorts, Miami Beach; Tom McGill, New England Hotel and Resorts, West Roxbury, Mass.; Lou Robbins, N. Y. and N. J. Hotel and Resorts, 1265 B'way, N. Y.; Grant Webb Co., Financial Adv., N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; Puck, The Comic Weekly

Successful salesmen call again and again on their most important customers. Successful advertising needs the same kind of continuity.

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Portland
the launching pad of
3 Little Kittens
NEW COMPLETE
Cat Food
Portland Maine Newspapers
PRESS HERALD EVENING EXPRESS
SUNDAY TELEGRAM
94% coverage of ABC retail zone
100% coverage of city zone
represented by Julius Mathews Special Agency

I 6 2

Maine
product testing
FIRST in the United States among cities under 150,000 population.
SIXTH in the United States among ideal testing cities regardless of population.
SECOND of all testing cities in New England regardless of size.
source: Sales Management

Dawson & Daniels Moves: Names Dobrynsky, Morrison

Dawson & Daniels Advertising, Nashville, has moved to new offices at 814 Sudekum Bldg. The agency has named Rad Dobrynsky art director and Anne Morrison traffic and production manager. Mr. Dobrynsky was formerly art director of Vickers & Benson Ltd., Toronto, and Miss Morrison was formerly with Goldhill Foods, Ponchatoula, La.

Two Join Lessing Agency

Day Hacke, formerly sales manager of Messenger Printing Co., Fort Dodge, Ia., has joined Lessing Advertising Co., Des Moines, as an account executive. Sheila Dorton, previously affiliated with KRNT-TV, Des Moines, has joined Lessing as radio-tv copy director. Lessing has moved to new quarters at 915-925 Fleming Bldg., Des Moines.

Sylvania Push for Coded Bulbs Opens in Grocery Books

SALEM, MASS., April 5—The lighting division of Sylvania Electric Products has a new color-code system of identification for its residential incandescent light bulbs which it hopes will challenge the General Electric-Westinghouse leadership in the incandescent field.

After estimating that about 90% of light bulb retailers stock only one brand, Sylvania redesigned the package of its 25 to 100-watt bulbs to get retailers to substitute them for other brands, or at least to add them to their shelves.

Sylvania, a subsidiary of General Telephone & Electronics, will push the color-coded system with a four-color, four-page insert in April issues of *Progressive Grocer, Chain Store Age, IGA Grocergram,* and *Coop-Merchandiser*. B&w ads, ranging from pages to spreads, will appear in 12 other business publications in April, May, August and September.

■ Copy in the color insert will say, "Sylvania color-coded twin-pack system creates higher profits ten ways. Facilitates storage, cuts out-of-stock loss, improves display, stimulates impulse buying, better use of shelf space, speeds selection, cuts in-store losses, boosts profits, looks new—is new, builds business."

A consumer drive, to include four-color ads in *Life* and possibly some use of radio, will be launched in the fall.

The twin packs, containing two bulbs each, are colored according to the wattage of the bulb—brown for the 25-watt pack, orange for 40, green for 60, blue for 75 and red for 100. The color-coding system also is used on shipping cartons.

The new system, specifically designed for supermarket chain operators and grocery stores (which account for about 70% of total incandescent lamp sales), can be adapted by any outlet.

Sylvania felt little could be done to make the product itself more appealing to the consumer and retailer. With the help of Lippincott & Margulies, industrial designer, and after three years of research, including 2,400 consumer, retailer and distributor interviews, it redesigned its packaging.

The research revealed that 25, 40, 60, 75, and 100-watt bulbs made up 85% of total light bulb sales in food stores and that in 60% of the cases two or more bulbs were purchased at a time.

Kudner Agency, New York, is the agency. #

Instant Yuban in Drive

General Foods Corp., White Plains, N. Y., has reported "the most extensive sampling campaign ever undertaken to launch a new coffee" is under way in the northeastern U. S. for the Instant Yuban introduction. A 2 oz. jar and a coupon worth 15¢ toward a second jar are being left in "millions" of homes in a door-to-door campaign. Thousands of additional homes will receive two 15¢ coupons by mail. Most recent Yuban expansions include Philadelphia, Atlanta and St. Louis.

Dietrich Rejoins Stanley

Stanley Publishing Co., Chicago, has appointed Carl B. Dietrich director of research and service, to head an expanded research and special services department. Mr. Dietrich, for the past year director of business methods and market research of the Automotive Service Industry Assn., previously had been with Stanley as executive editor of *Jobber Product News*.

The Houston Post's circulation soars into first place—daily and Sunday!

According to the latest ABC Publisher's Statements, The Houston Post is Houston's largest newspaper **daily and Sunday** . . . seven days a week!

Like to throw a few figures into the adding machine and see what comes back? Try these: 13,618 more circulation daily and 1,942 more Sunday circulation than the second Houston newspaper . . . and at the same line rate. The arithmetic is simple. The Houston Post is the obvious buy for the Houston market.

When you plan your next newspaper schedule for the Houston market, remember The Houston Post is Houston's number one newspaper — your **first** buy. The figures tell the story. Use the leader — advertise in The Houston Post.

DAILY*					SUNDAY*	
The Post (Monday-Saturday 6 day average)	**The Chronicle** (Monday-Friday 5 day average)	**The Chronicle** (Saturday only)	**The Press** (Monday-Friday 5 day average)	**The Press** (Saturday only)	**The Post**	**The Chronicle**
209,066	195,448	178,884	101,398	88,667	**218,509**	216,567

*ABC Publisher's Statement for 6-month period ending September 30, 1959

THE HOUSTON POST Member

Represented nationally by Moloney, Regan and Schmitt

In the 28th Annual Competition and
Exhibit of Outdoor Advertising Art
sponsored by
The Art Directors Club of Chicago

FOSTER AND KLEISER ADVERTISERS SCORED A MOST REMARKABLE RECORD IN A MOST COMPETITIVE FIELD

...The Highly Coveted
Embellished Painted Bulletin Awards

FIRST

SECOND

THIRD

Produced in prideful association with our advertisers, their agencies and artists... these outdoor designs reflect many creative talents. Thus we give first salute to those advertisers and agencies, art directors and artists who originated and developed these designs—top winners in the classification of embellished painted bulletins—outdoor's most dramatic form.

And we express our appreciation of their trust in Foster and Kleiser's ability to do full justice to their creations... to provide the talented reproduction that has culminated in this recognition.

We are, of course, particularly gratified by the fact that . . .

EACH OF THESE WINNERS WAS PAINTED IN FOSTER AND KLEISER STUDIOS AND DISPLAYED EXCLUSIVELY BY FOSTER AND KLEISER ON THE PACIFIC COAST

To keep in the lead—as Foster and Kleiser has done for so many years—calls for continual improvement in techniques, and constant upgrading of plant facilities. In this regard, it is most interesting to note that each of the award-winning embellished designs was on an F & K ROYAL bulletin—a development pioneered by Foster and Kleiser to provide new dimensions in outdoor advertising.

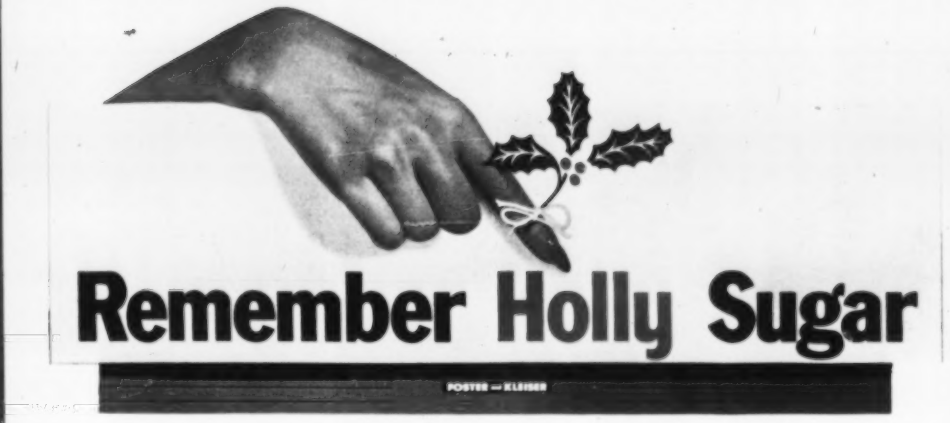
AWARD

HOLLY SUGAR

Agency:
DOYLE, DANE & BERNBACH

Art Director:
SI LAM

Artist:
MAX YAVNO



AWARD

MORTON SALT COMPANY

Agency:
NEEDHAM, LOUIS AND BRORBY, INC.

Art Director:
GEORGE HNATT

Artist:
WILL NELSON

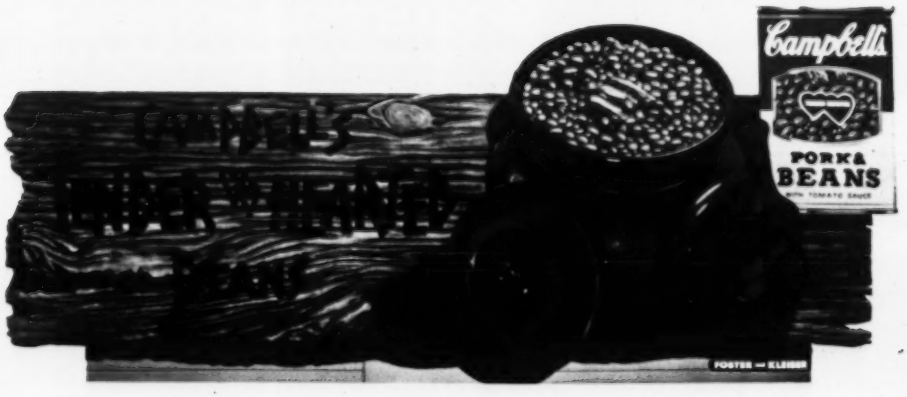
AWARD

CAMPBELL SOUP COMPANY

Agency:
NEEDHAM, LOUIS AND BRORBY, INC.

Art Director:
THOMAS R. GOREY

Artist:
JAMES BRADDY



4 More TOP AWARDS to F&K Advertisers

First and only award in the regular painted bulletin classification went to another F & K Advertiser, Theo. Hamm Brewing Co.

Agency:
CAMPBELL-MITHUN, INC.

Art Director:
PAT NOLAN

Artist:
CARL PAULSON

Foster and Kleiser Advertisers also won three out of six "honorable mentions" awarded for embellished painted bulletins—as well as the top three awards in this classification. Here are the three "honorable mention" awards which Foster and Kleiser had the privilege of reproducing and displaying.

Advertiser:
P. LORILLARD CO.—KENT CIGARETTES

Agency:
LENNEN & NEWELL

Art Director:
ARNOLD NODIFF

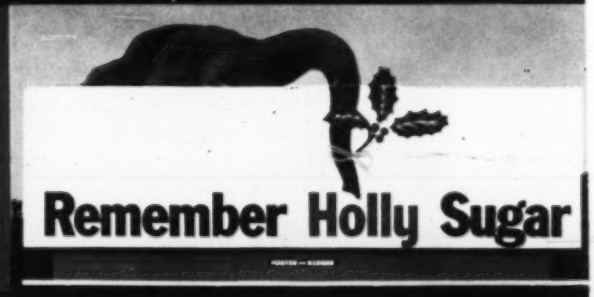
Artist:
RICHARD BEATTIE

Advertiser:
HOLLY SUGAR

Agency:
DOYLE, DANE & BERNBACH

Art Director:
SI LAM

Artist:
MAX YAVNO



Advertiser:
KELLOGG COMPANY

Agency:
LEO BURNETT COMPANY, INC.

Art Director:
NORMAN HOUK

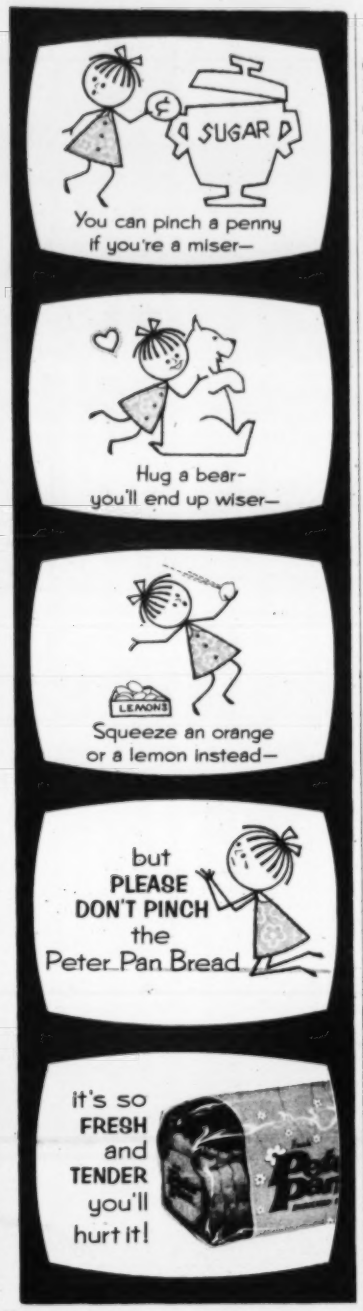
Artists:
WESLEY BOWMAN, ROSS WETZEL
& SCHREINER BENNETT

In the west, most major advertisers
place their outdoor advertising with

FOSTER AND KLEISER

DIVISION OF METROPOLITAN BROADCASTING CORPORATION

SAN FRANCISCO • LOS ANGELES • SEATTLE • PORTLAND • SACRAMENTO • OAKLAND • FRESNO • LONG BEACH
SAN DIEGO • PHOENIX • CHICAGO • DETROIT • NEW YORK



REQUEST—*This request not to pinch the Peter Pan bread appears in newspapers in Nebraska and Iowa. Radio-tv spots push the same humorous theme in a jingle. Allen & Reynolds, Omaha, is the agency.*

Gordon & Hempstead Adds 3

Gordon & Hempstead, Chicago, has been named agency for Illinois Bronze Powder Co., Chicago paint manufacturer, Audibel Mfg. Co., Minneapolis, hearing aid manufacturer, and the Park Ridge Inn, a new hostelry to be built this year in Park Ridge, Ill. Tobias, O'Neil & Gallay, Chicago, is the former agency for Illinois Bronze Powder.

Goody Settlement Approved

The courts have confirmed a Chapter XI arrangement for Sam Goody, New York record retailer, and four affiliates, according to which they will pay creditors 3% cash and 45% in instalments over a ten-year period. Goody's reorganization proceedings were filed in March, 1959, at which time liabilities aggregated more than $5,000,000.

Teen Magazine Launched

A new monthly magazine for Milwaukee area teen agers, *Teen Beat*, is being published by Teen Beat Inc., 1212 W. Wisconsin Ave., Milwaukee. Two issues have been published so far, with the magazine's paid circulation at the 5,000 mark, according to the publisher. Controlled circulation for the first three issues adds an additional 5,000 per issue, the publisher said.

ABC Opens New Libraries

Audit Bureau of Circulations, Chicago, now has two reference libraries in New York. ABC reports on magazines, farm publications and business publications will be maintained at the Magazine Publishers Assn. magazine center, 444 Madison Ave. ABC reports on U.S. newspapers will be maintained at the Bureau of Advertising, American Newspaper Publishers Assn. information center, 485 Lexington Ave. The Audit Bureau closed its Newark office when it established the new libraries.

Traube Joins WCBS-TV

Leonard Traube, formerly a member of the editorial staff of *Variety*, has been named director of information services and advertising of WCBS-TV, New York. WCBS-TV's information services were formerly headed by John Horn, who is now a member of the publicity department at CBS-TV. Director of advertising at WCBS-TV was Robert Patt, who is now director of promotion and advertising at WRCA and WRCA-TV, New York.

NATA Adds 34th Member

K&V Advertising, Oklahoma City, has been elected a member of the National Assn. of Transportation Advertising, New York, increasing NATA membership to 34.

MISSILE ROCKET BALL POINT PEN
Make Your Sales Message a Perfect "Shoot"
A Perfect Miniature Rocket
YOUR MESSAGE HERE
New, different, exclusive, low cost. Write for quantity prices today.
R-W CORPORATION
22849 Ventura Boulevard
Woodland Hills, California

What's Britain like as a market?

The British don't take salesmen to their hearts

A Survey has shown that 94% of women and 67% of men at three British universities thought that socially speaking being a salesman was a Bad Thing. In a similar Survey in the United States, only 23% of students felt like that.

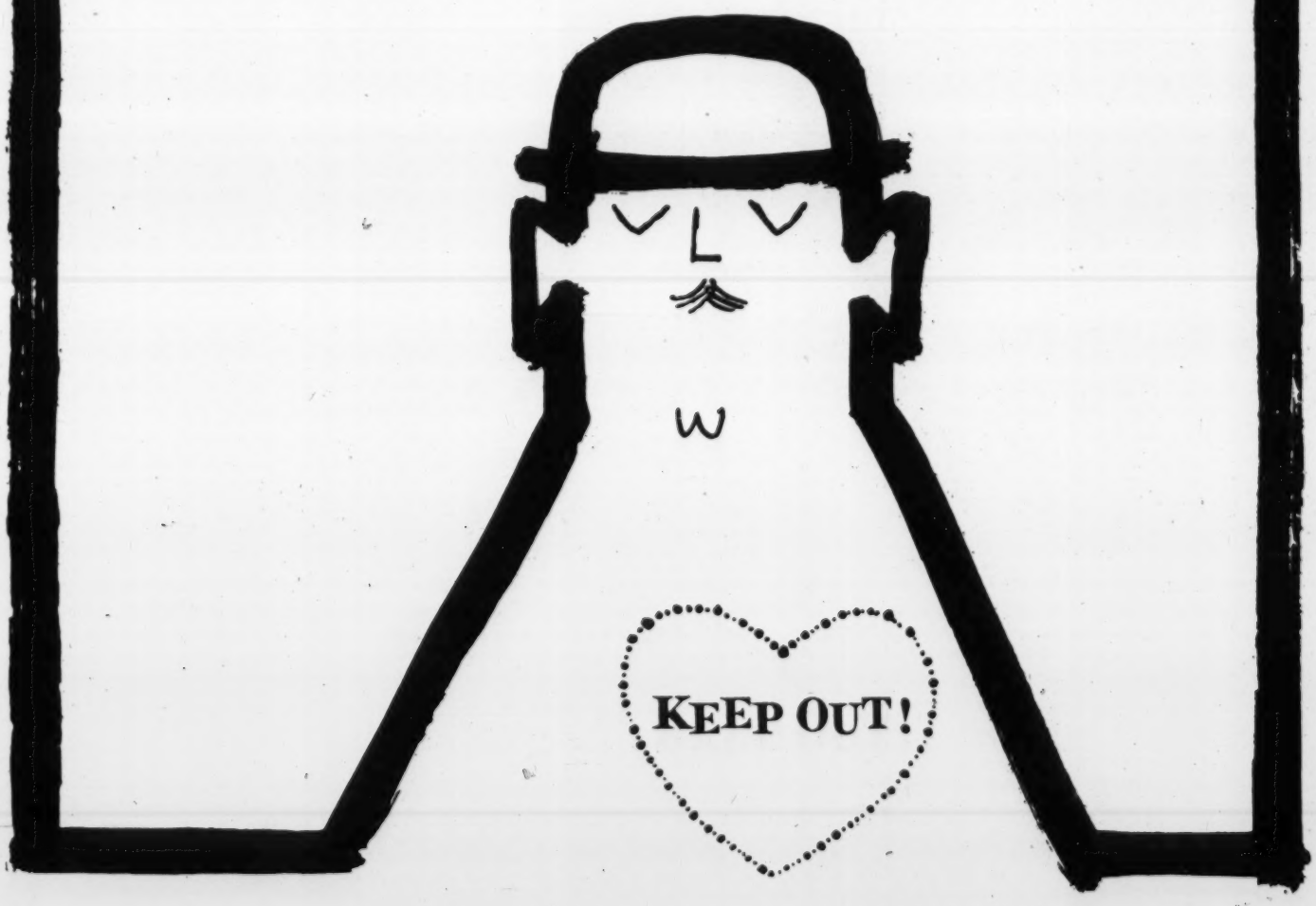
The fact is, the British kid themselves that they are never 'sold' anything–they just happen to decide to buy it.

That is one of the reasons why successful British advertising is different from successful American advertising. In Britain it pays to be persuasive rather than dogmatic–to use more verbs and fewer adjectives–to add a lightness of touch even to the worthiest of products.

Doing this kind of advertising comes naturally to a native British advertising agency like the London Press Exchange–one of the two largest agencies outside the U.S.A., and one of the very few with American ideas of what agency service should mean.

We would like a chance to tell you more of ourselves–in London, or in the U.S. if you are really interested. May we start by sending you a booklet we have just published?

LPE
Advertising & Marketing
The London Press Exchange Limited, 110 St. Martin's Lane, London WC2, England



WHAT'S THE TREND IN TRENDS?

Make your ads make a name for you. Read ART DIRECTION, The Magazine of Creative Advertising. Each exciting issue gives you new directions in art, layout, type, photography. Tremendous idea and art source. ART DIRECTION has been helping Art Directors and Advertising Managers since 1949. Subscriptions are only $6 for 12 issues, $10.50 for 24.

Subscribe—**ART DIRECTION**

A42, 19 W. 44th St., New York 36, N. Y.

Crown Spends $500,000

Crown self-service shoe stores, a 38-store midwestern chain, has announced it will spend almost $500,000 during 1960, compared with $150,000 spent last year. The company will increase its newspaper campaign, and has signed for sponsorship on the "Susan and the Professor" children's tv show (WBBM-TV, Chicago). The company said its sales should pass $6,000,000 this year, and the number of outlets will be expanded to 60 over a five-state area.

Publisher Opens New Office

Industrial & Engineering Chemistry, New York, has opened an advertising sales office in the Porter Bldg., 601 Grant St., Pittsburgh. Robert E. Newberry, who had been manager of the Pittsburgh district from the publication's Cleveland office, will be district manager of the new office.

ROBIN—*Warner, Jennings, Mandel & Longstreth, New York investment company, is using its first newspaper color in Philadelphia newspapers with this ad which ran in the March 23 Philadelphia Inquirer. The ad was placed by George L. Mallis Advertising, Philadelphia.*

British Exhibition Set

The British Exhibition, showing British goods and scientific and technological achievements, will be held in the New York Coliseum June 10 through June 26. Joint chairmen are Lord William Rootes, chairman of the British Dollar Exports Council, and W. H. McFadzean, president of the Federation of British Industries. Some 120,000 buyers from the U.S., Canada and South America will be invited. The exhibition will be open to the public.

RCA Makes Magnetic Tape

Radio Corp. of America, New York, is beginning the manufacture of magnetic tape for commercial, professional and home recording use at its new plant in Indianapolis. It operates as a part of the RCA Victor record division. Initial production is audio tape; later magnetic tape for television, tape recorders and electronic data processing systems will be made.

▶ That man! I *told* him to advertise his silly product in New York and Nassau. I mean, where else *is* there? Of course, he keeps prattling about S.R.D.S.—whatever that is—listing the population of Metropolitan Peoria as over 300,000. So the poor dear is actually running ads there!

NOW: R. O. P. 4 color process in less than page units!

PEORIA JOURNAL STAR

O'MARA & ORMSBEE, INC. national representatives

New York • Detroit • Chicago • San Francisco • Los Angeles

CONNECTICUT'S TOP-SPENDING HOUSEHOLD MARKET!

In 8 categories, New London ranks 1st or 2nd among all Connecticut cities of 25,000-or-over population in sales per household. Look . . .

Total Retail Sales . . 1st
Food 1st
Apparel 1st
Furn-HH Appl. 1st
Eat & Drink 2nd
Gen Mdse 2nd
Automotive 2nd

(All data: SM '59 Survey)

And only The Day covers 98% of this 61,547 ABC City Zone!

The Day

NEW LONDON, CONNECTICUT

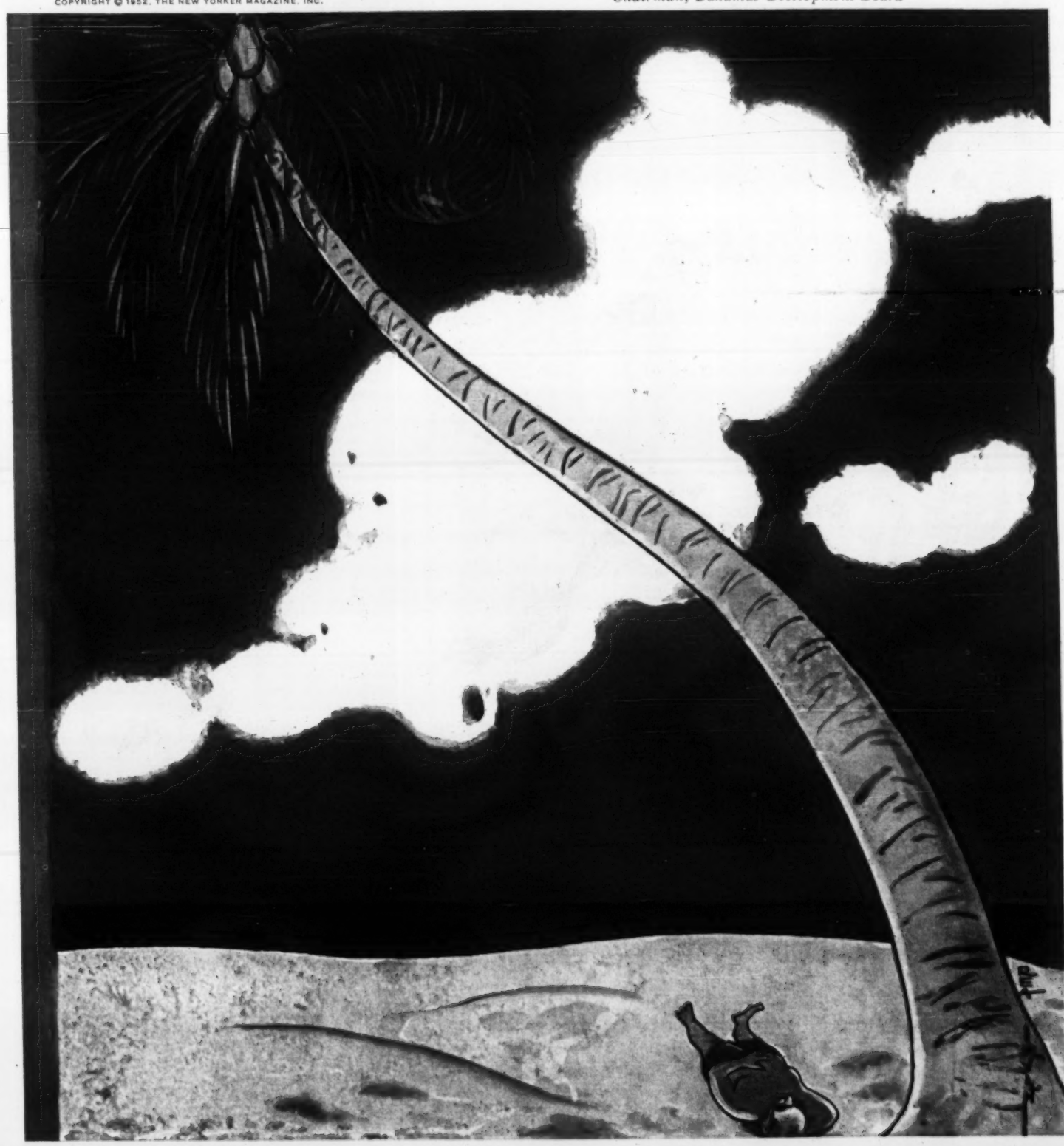
National Representatives:
JOHNSON KENT, GAVIN & SINDING, INC.

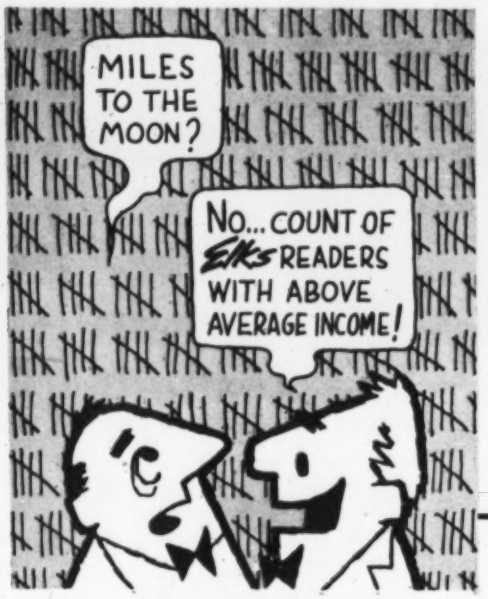
THE NEW YORKER creates

COPYRIGHT © 1952, THE NEW YORKER MAGAZINE, INC.

"The New Yorker stimulates the desire to travel. Its pages include many features that appeal to The New Yorker's travel-minded audience. And they respond. That's why the Bahamas Development Board has used The New Yorker as an advertising medium so effectively for 27 years."

Stafford L. Sands, C. B. E., M. H. A.
Chairman, Bahamas Development Board





Elks median income again leads that of all other men's magazines in the 1959 Starch Report.

1.2 million Elks are *first* in median income with $7220 . . . *first* in percent of readers earning $7000 or more . . . *first* in more ownership classifications than any men's magazine reported.

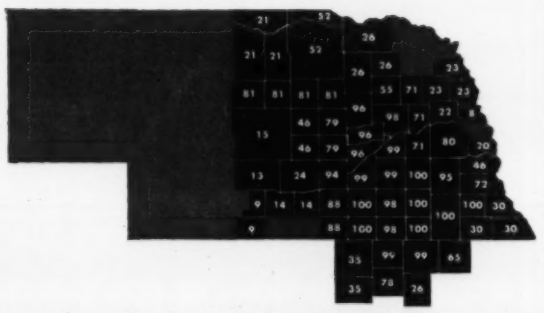
Investigate this leading male market. Ask your local ELKS representative for the complete market story, or write for your copy of our fact-filled booklet—"The ELKS Market."

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

Hunt around Nebraska all you like; you'll find just two big television markets. One is in the extreme East where *three* top TV stations beckon to your budget.

The other big market—Lincoln-Land—is acknowledged to be KOLN-TV country, with no serious challengers in sight. Latest Nielsen credits KOLN-TV with *65,500 TV HOMES* during prime 6 to 9 p.m. viewing time. Compare this figure with that of *ANY* Omaha station!

Avery-Knodel will give you all the facts on KOLN-TV — the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA*

Gunsmoke	98,000 homes
Father Knows Best	86,500 homes
6:00 p.m. News	84,400 homes
10:00 p.m. News	74,400 homes

*November Lincoln NSI

AM-TV-FM
The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

KOLN-TV
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

New titles: **Robert W. Sarnoff,** NBC board chairman, and **J. Kingsbury Smith**, publisher of the *New York Journal-American*, are the "Good Scouts of 1960," so chosen by the first advertising and publishing Lunch-O-Ree for the Boy Scouts of New York, March 31 . . . **General David Sarnoff,** RCA board chairman, has received a second honor from the Italian government: The Order of Merit of the Republic of Italy, presented for his collaboration with Marconi and Toscanini and his contribution to telecommunications in Italy. Earlier this year, he received the Prize Cristofor Colombo . . . **James T. Quirk,** publisher of *TV Guide*, has been picked 1960 "Man of the Year" by the Philadelphia Guild of Advertising Men . . . **Bert Herron,** ad director for Owens-Illinois Glass Co., has received the Toledo adclub's silver medal . . . **Lowe Runkle,** president of the Oklahoma City agency bearing his name, has received the community service award from the United Fund of Oklahoma. He's headed the fund's publicity committee since 1946 . . .

Beachcombers: **John Pomeroy,** owner of Michigan stations WILX-TV, WILS, and WPON, and his wife sunned for several weeks at Crane Beach, Barbadoes, British West Indies . . .

William M. Savitt, president of WCCC, Hartford radio station, and Mrs. Savitt are on an around-the-world flying trip, returning to Connecticut May 15 . . .

RETIREE—*E. Ross Gamble (center), who retired after 25 years with the Audit Bureau of Circulations, was honored recently at a special dinner and presented an engraved silver tray and pitcher. Shown making the presentation are fellow directors H. H. Kynett (left), Aitkin-Kynett Co., and William R. Farrell, Monsanto Chemical Co., ABC board chairman.*

New arrivals in the *Sports Illustrated* advertising sales department: To **John Marin,** a third child, first daughter, Melinde Bentley, on Feb. 15. To **Mary Ellen O'Connor,** a first child, a son, Sean Padraic, on Feb. 21. To **Robert Gardner,** a second child, second daughter, Lynn Carson, on Feb. 29. To **Peter Carr,** a fourth child, first daughter, Kelly Anne, on March 2. To *Life* ad salesman **Cole Williams,** a fifth child, third son, Christopher Dunn, on Feb. 11. To *House & Home* ad salesman **James Gerard,** a third child, first daughter, Elizabeth Lee, on Feb. 20. *Fortune* ad salesman **Dan Stevens** has adopted a son, D. Scott Johnson . . .

Testimonial Dinnertime: **Sol Dickstein,** advertising and publishers' consultant, was honored March 23 at a Greater Jamaica Community dinner on behalf of the United Jewish Appeal of Greater New York . . . The publishers division of the Joint Defense Appeal in New York has chosen **Benjamin Friezner,** president of the Brooklyn News Co., and **William Welkowitz,** circulation director of the *New York Daily News*, as honored dinner guests at its annual dinner April 28. **Abner Sideman**, Cowles magazines vp, is chairman of the drive . . . **Harry E. Gould,** of Reinhold-Gould, will be feted by the graphic arts and fine paper industry at its United Jewish Appeal dinner May 5 . . .

Service award: **William Benton,** founder of Benton & Bowles, now owner-publisher of *Encyclopedia Britannica*, will receive Syracuse University's School of Journalism Medal at an annual awards banquet April 10 for distinguished service in the field of mass communications . . .

Perry Brand, vp with Clinton E. Frank Inc., Chicago, was appointed executive co-chairman of the Junior Board of the National Conference of Christians and Jews. He's served as a board member the past three years . . .

Sigurd Larmon, head of Young & Rubicam, has been reappointed a member of the U.S. advisory commission on information. This is his third term on the five-man commission . . .

Kenneth W. Slifer, a vp of N. W. Ayer & Son, Philadelphia, and his wife, Caryl, received the Brotherhood Award of the Goodwill Council of Gloucester County, N.J., for their participation in civic, church and education endeavors in Woodbury, N.J., their home . . .

Bob Wettstein, president of Wettstein, Nowell & Johnson, West Coast publishers' representative, who left in mid-March for a tour of the common market countries to study marketing opportunities for American manufacturers, is headquartering in Frankfurt, West Germany, for six weeks . . .

It was love at first frequency, says **Dwight Case,** sales manager of KRAK, Stockton-Sacramento, who married **Virginia Smith,** executive secretary at KRAK, March 20 . . : Carol J. Scheer, daughter of **Mrs. Sylvia Scheer,** office manager for Shaller-Rubin Co., New York, will be married April 10 to Sandy Stone . . . **Harriet Lewis,** with the Television Information Office, and **Richard Fishel Jr.,** promotion manager of Erwin Wasey, Ruthrauff & Ryan, both of New York, will be married April 23 . . .

SPIRITS SOAR ON FIRST STREET IN LOS ANGELES

In June, 1957, the Los Angeles Times opened its pages to liquor advertisers. Inside of three short months, all other Los Angeles newspapers were far behind in liquor linage. Have been ever since.

It's pretty evident that The Times reaches the biggest, growingest, most able-to-buy newspaper audience west of the Mississippi.

If you want to sell Los Angeles, a good place to start is on First Street. That's the home of The Times.

FIRST IN THE NATION'S NO. 2 MARKET

LOS ANGELES TIMES

REPRESENTED BY CRESMER AND WOODWARD, INC., NEW YORK, CHICAGO, DETROIT, ATLANTA AND SAN FRANCISCO

Belbin Blasts 'GH' Article

Ashley Belbin, vp and copy chief of H. W. Kastor & Sons Advertising, Chicago, has blasted an article in the April issue of *Good Housekeeping*, which was critical of Bantron and other stop-smoking drugs. He said the story was a "shocking misinterpretation of facts" and added that "there is undisputable clinical proof that Bantron performs in every way claimed in its advertising." Kastor is the agency for Campana Sales Co., Batavia, Ill., maker of Bantron. The agency last year charged that tobacco companies were pressuring magazines not to accept Bantron ads (AA, April 6, '59).

LETTERS with that FOLKSY Touch
Homey, human, down-to-earth letters talk the readers' language, and SELL! One series 31 years old. Write for circular.
"That Fellow Bott"
Leo P. Bott, Jr., 64 E. Jackson, Chicago

KFOY-TV Ready to Bow

Target date for a new station in Hot Springs National Park, Ark., KFOY-TV, to be built by Southwestern Operating Co., is May 1. The station and tower will be located at Whippoorwill and Exchange Sts., with business offices located at 362½ Central Ave. John Whitt, of KFSA-TV, Fort Smith, has been named acting manager of KFOY-TV. Donald W. Reynolds is president of Southwestern Operating Co.

Edmund A. Rossi to Resign

Edmund A. Rossi will retire as manager of the Wine Advisory Board, effective June 30. One of the founding members of the Wine Institute in 1934, Mr. Rossi was an institute director until 1947 and played an important part in the formation of the Wine Advisory Board in 1938. He has been board manager since 1948.

Judge Charges Lawyers' Yule Card Is 'Huckstering'

HARTFORD, April 5—A law firm has been accused by a judge of "huckstering" because it sent out some 9,250 greeting cards last Christmas season.

Superior court Judge Louis Shapiro severely reprimanded attorneys Morton E. Cole and Cyril Cole, of Cole & Cole, Hartford, for the mailing.

"Not only should they have known better," said the judge, "but the court is convinced that they did know better, and yet they persisted in a course of conduct which reflects their failure to abide by ethical requirements which they were bound to observe."

Judge Shapiro noted that the Cole & Cole greeting cards carried the company name and address, the phrase "attorney at law," and the names of eight lawyers connected with the firm.

■ "The court can see no reason for the mailing of such cards, and especially in the manner described in this case, except that it be used as a go-getting device as might be conceived by modern business methods to 'drum up business'," Judge Shapiro said.

"The profession of law is not a medium in which a lawyer has a right to be a huckster of his wares. The court regrets to say that this is what happened here." #

Food Distributors Issue 1960 Guide Booklet

American Institute of Food Distribution, New York, has issued a 48-page booklet, "Instant Money: 1960 Guide to Profitable Retail Selling." It is designed to show food store operators how to increase sales. Gordon C. Corbaley, president of the institute, writes in the introduction: "You will be able to increase your total sales more than 10% by impulse buying from special displays, which make more sales than your advertisements in the dailies or on window posters."

The booklet also lists data on retail price margins, average chain store sales and annual gross profits.

Hall, Haerr Gets 3 Accounts; Names McDaniels to Board

Wilbert W. Hassee Co., Forest Park, Ill., franchiser of Wilbert burial vaults; Giant Stores, Peoria, Ill., and Nor-Mor Co., Jefferson City, Mo., distributor of funeral director supplies, have appointed Hall, Haerr, Peterson & Harney, Peoria, to handle their advertising.

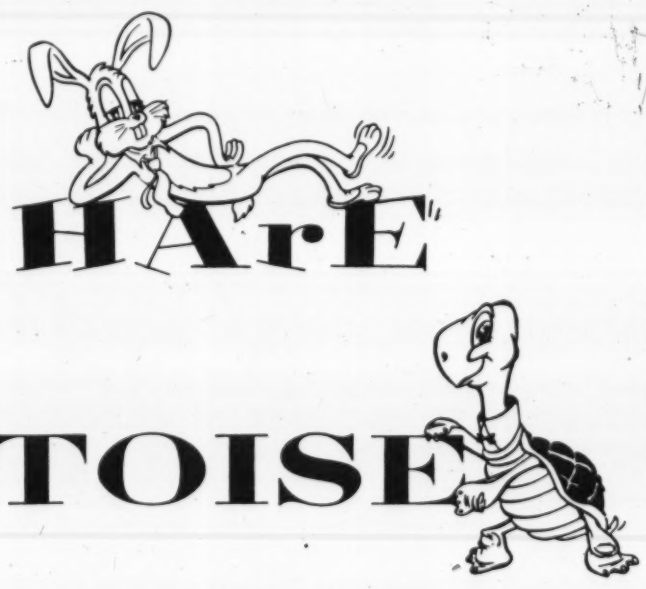
Eugene McDaniels, charter member of Hall, Haerr has been elected to the board of directors. Mr. McDaniels is art director and production manager.

Grant-Jacoby Names Ferris

Paul W. Ferris, formerly a partner in Hutchins, Mlodock & Fleming, Chicago art studio, and associated with Robert Snyder & Associates, has been appointed account executive at Grant-Jacoby, Chicago, marketing organization.

AKRON, OHIO
The Akron Typesetting Co.
ATLANTA, GEORGIA
Higgins-McArthur Company
BALTIMORE, MARYLAND
The Maran Printing Co.
BOSTON, MASSACHUSETTS
The Berkeley Press
Machine Composition Co.
H. G. McMennamin
CHICAGO, ILLINOIS
J. M. Bundscho, Inc.
The Faithorn Corp.
Hayes-Lochner, Inc.
Runkle-Thompson-Kovats, Inc.
Frederic Ryder Company
CINCINNATI, OHIO
The J. W. Ford Company
CLEVELAND, OHIO
Bohme & Blinkmann, Inc.
Schlick-Barner-Hayden, Inc.
Skelly Typesetting Co., Inc.
COLUMBUS, OHIO
Yaeger Typesetting Co., Inc.
DALLAS, TEXAS
Jaggers-Chiles-Stovall, Inc.
DAYTON, OHIO
Dayton Typographic Service
DENVER, COLORADO
The A. B. Hirschfeld Press
Hoflund-Schmidt Typographic Service
DETROIT, MICHIGAN
Arnold-Powers, Inc.
The Thos. P. Henry Company
George Willens & Company
INDIANAPOLIS, INDIANA
The Typographic Service Co., Inc.
KALAMAZOO, MICHIGAN
Mahoney Typographers, Inc.
LOS ANGELES, CALIFORNIA
Adtype Service Co., Inc.
MILWAUKEE, WISCONSIN
Arrow Press
MINNEAPOLIS, MINNESOTA
Duragraph, Inc.
NEWARK, NEW JERSEY
Barton Press
William Patrick Co., Inc.
NEW YORK, NEW YORK
Ad Service Company
Advertising Agencies' Service Co., Inc.
Artintype, Inc.
Associated Typographers, Inc.
Atlas Typographic Service, Inc.
Central Zone Press, Inc.
The Composing Room, Inc.
Composition Service, Inc.
Diamant Typographic Service, Inc.
A. T. Edwards Typography, Inc.
Graphic Arts Typographers, Inc.
Huxley House
Imperial Ad Service Corporation
King Typographic Service Corp.
Linocraft Typographers, Inc.
Master Typo Company
Chris Olsen Typography, Inc.
Frederic Nelson Phillips, Inc.
Philmac Typographers, Inc.
Royal Typographers, Inc.
Frederick W. Schmidt, Inc.
Harry Silverstein, Inc.
Supreme Ad Service, Inc.
Tri-Arts Press, Inc.
Typographic Craftsmen, Inc.
The Typographic Service Co.
Kurt H. Volk, Inc.
PHILADELPHIA, PENNSYLVANIA
Walter T. Armstrong, Inc.
Alfred J. Jordan, Inc.
Progressive Composition Co.
Typographic Service, Inc.
PITTSBURGH, PENNSYLVANIA
Davis & Warde, Inc.
PORTLAND, OREGON
Paul O. Giesey, Adcrafters
ROCHESTER, NEW YORK
Rochester Monotype Composition Company
ST. LOUIS, MISSOURI
Warwick Typographers, Inc.
SEATTLE, WASHINGTON
Frank McCaffrey
TORONTO, CANADA
Cooper & Beatty Limited

advertising HARE
or
advertising TORTOISE



Once upon a time, two advertisements started out to run a race. The one (that was the hare) had a pretty good selling idea, and he rushed out copy and layout and slapped it into type, and sat down, figuring he had won the sales race. The other (that was the tortoise) had a good idea, too. He wrote it right. He layed it out right. But then he took a step the very objectionable bunny didn't think was important. He remembered that type is the face you turn to the public. So he set it right. It really took no more time, and it actually cost less money. Question: Who won the Sales Race? Answer: Call your ATA member!

It pays to set type right

Advertising Typographers Association of America, Inc.
EXECUTIVE OFFICES: 461 EIGHTH AVENUE, NEW YORK CITY

Attention Admen!
fit type IN SECONDS!
Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct.
Money-back guarantee!
HABERULE
Box AA 245, Wilton, Conn.

#9 triumphs of an advertising decision maker

HE KNEW THE DIFFERENCE BETWEEN BIGNESS AND BETTERNESS

This media man was canny as an astute jeweler when it came to distinguishing the compact, and the perfect, from the merely "big" with its many imperfections. He placed his advertising in Special Interest Magazines, offering a carat-pure audience—already interested in what the advertiser has to sell.

HEARST magazines

13 keys to the special interests of 13 groups of people • • • American Druggist Bride & Home • Cosmopolitan • Good Housekeeping • Harper's Bazaar • House Beautiful • Motor Boating Motor • New Medical Materia • Popular Mechanics • Science Digest • Sports Afield • Town & Country

123
TAXI
US MAIL

Media's Law:

To a seller of hair dye the pulling power of an advertising medium is equal to the amount of hair dye sold.

To media men, pulling power is influenced by several inter-related factors.

The law or formula looks like this:

Pulling Power
=
Circulation Volume
×
Editorial Vitality
×
Reader Confidence

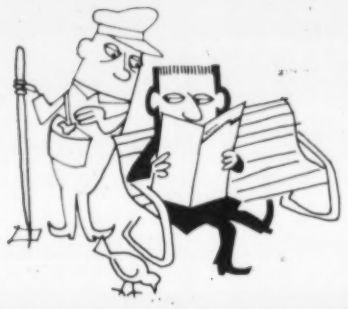
The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, out-pulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

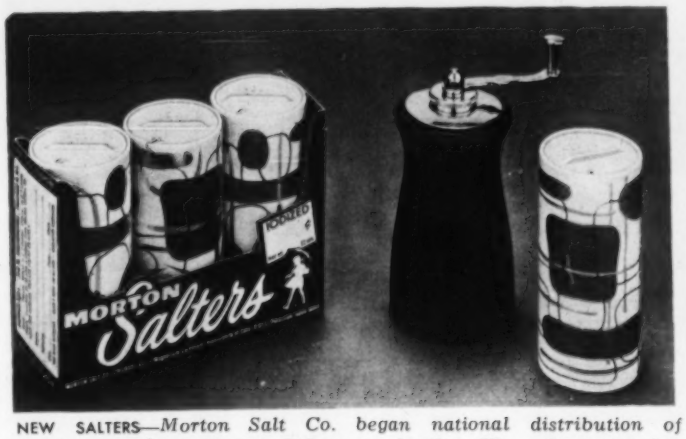
Chicago Tribune

IN THE APPLIANCE-TV-HOUSEWARES FIELD
EVERY MONDAY THE PROS READ
ELECTRICAL
MERCHANDISING WEEK



Ideal every-Monday frequency
Biggest paid Dealer audience
Unique, best-buy rate structure

A McGraw-Hill Publication ABC-ABP



NEW SALTERS—*Morton Salt Co. began national distribution of these new design Morton Salters on April 1. The salters come in silver-and-black and gold-and-copper colors. Advertising will include full-page color ads in Reader's Digest and color half-pages in This Week Magazine and independent Sunday supplements, outdoor and radio. A wooden pepper mill will also be offered for $1.50 and the end coupon on the package. Needham, Louis & Brorby is the agency.*

BUSINESS

Alex S. Levinsohn, Saginaw business man, is shown turning the first shovel of earth—symbolic of breaking ground for the projected multi-million-dollar Green Acres Plaza Shopping Center in suburban Saginaw. Mr. Levinsohn says businesses seeking locations for establishing new stores "like Saginaw and what is going on here." The shopping center is being developed for 31 stores, most of them already leased by leading national and local businesses. This multi-million-dollar project will be one of Michigan's largest shopping centers outside of Detroit.

NATION'S LEADING CHAINS ATTRACTED BY SHOPPING CENTER

To date, announced tenants for the 30 acre Green Acres Shopping Center are: The Great Atlantic & Pacific Food Stores, J. C. Penny Co., Home Dairy Co., Federal Department Stores, S. S. Kresge Co., W. T. Grant Co., Acme Paint Stores, Sealtest Dairy, Cunningham Drug Stores, Inc., Nobil's Shoe Store, G. R. Kinney Shoe Co., Three Sisters Woman's Apparel Store, and Western & Southern Life Insurance Co.

NEW MOTELS REFLECT GROWTH

Construction of a 110-unit motel (to cost $750,000) in fast-growing suburban West Saginaw, is planned this Spring and a two-story motel in the same general area is in the planning stage. The 110-unit motel will include a swimming pool, conference rooms for 150 persons, guest rooms with TV, air-conditioning, and telephones. These planned motels are further evidence of the grow, grow, grow of Saginaw.

"The daily newspaper is the total selling medium"

THE SAGINAW NEWS

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Allen, Scott Consolidate to Form Torbet, Allen & Crane

Robert Allen Co. and the Duncan Scott radio and tv division have consolidated to form a new radio and tv representative, Torbet, Allen & Crane. Associated with Venard, Rintoul & McConnell, New York, the new company will service Venard, Rintoul's radio and tv clients in 13 western states.

Alan Torbet, formerly co-owner and general manager of KRAK, Sacramento-Stockton, and manager of KSFO, San Francisco, has been named president. Robert Allen, formerly president of the Robbert Allen Co., and Frank Crane, formerly with KPOP and KDAY, Los Angeles, have been appointed vps. Mr. Torbet and Mr. Allen will head the San Francisco office at 249 Pine St., and Mr. Crane will be in charge of the Los Angeles branch at 1213 N. Highland Ave., Hollywood.

F&S&R Predicts Billings Rise to Stockholders Meeting

A Fuller & Smith & Ross billings increase to $52,000,000 in 1960 was predicted by Robert E. Allen, president, to a stockholders meeting recently. F&S&R billed a record $46,000,000 in 1959, Mr. Allen told stockholders. Ratio of consumer to industrial billings was about three-to-one.

Mr. Allen said further strengthening is planned for the Hollywood broadcast service facilities, which expanded 40% last year.

Meredith to Publish Idea Book on Home Decorating

Meredith Publishing Co., Des Moines, will begin publication in April of its new "Better Homes & Gardens Decorating Ideas." Each of the book's 284 photographs is analyzed, the ideas charted and translated into various home decorating situations. Price is $2.95.

Is Editorial Opinion Favorable?

- Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

Mel...

Soon after Ontario opened up its fabulous, primeval hinterland last year, Mel Ellis was navigating the riotous waters of its Winisk River in Cree and Ojibwa country. He was on another mission for Field & Stream. From Central America north to the Arctic Circle, Mel has fished and hunted and trapped. Back home in Big Bend, Wisconsin, he trains dogs and raises trout and experiments with new fish species.

During World War II, Mel collected the Legion of Merit, the Distinguished Flying Cross, five air medals, two unit citations and three battle stars. He is outdoor editor of *The Milwaukee Journal* as well as one of Field & Stream's sixteen field editors.

Whenever a man of Mel Ellis' ability and background is put on an assignment, Field & Stream readers can count on rare adventure, rugged entertainment, and first-hand authoritative information.

Field & Stream now guarantees the largest circulation in the history of outdoor magazines — 1,100,000 sportsmen families for whom hunting and fishing and boating are a way of life. And once again, for the 50th consecutive year, Field & Stream leads all other outdoor magazines in advertising linage. Quality produces results, and editors like Mel Ellis spell out the meaning of the word.

Field & Stream

America's Number One Sportsmen's Magazine

Rayco Says It's Dropping Franchise Setup Hit by FTC

WASHINGTON, April 5—Rayco Mfg. Co., Paramus, N. J., told the Federal Trade Commission it has been moving rapidly toward the elimination of a dealer franchise agreement which FTC considers overly restrictive.

In reply to a complaint issued by FTC on January 7, Rayco said it stopped writing the controversial agreements about a year ago, when it filed an affidavit of discontinuance with FTC. At the same time, Rayco said, it took steps toward canceling existing agreements, and that 70% had been canceled by the time FTC's complaint was issued.

Rayco said it has never canceled a franchise because a dealer sold competing products. It admitted distributing lists of suggested prices but denied that dealers are required to adhere to them. It denied that it required dealers to refrain from independent advertising, or insists that they participate in all Rayco advertising, and pay an advertising assessment regularly.

Rayco defended its "zone supervisor" system, which FTC challenged as a "policing" unit. It said the supervisors provide counseling to franchised outlets, and that there has not been one Rayco dealer failure since the program was instituted. #

Seaforth Marketing Shifts

Marketing emphasis for Seaforth men's toiletries has been altered to build Seaforth as a standard men's line bought throughout the year, in contrast to previous promotions which emphasized Seaforth only as a gift season item. Advertising, geared to the Seaforth Highland regiment and offering print reproductions of battle scenes, is scheduled in *Argosy*, *Esquire*, *Playboy* and *Sports Illustrated*. Compton Advertising, New York, is the agency for the Chesebrough-Pond's product.

Ver Standig Adds Account

Bureau of National Affairs, Washington, publisher of business reports and other specialized services, has appointed M. Belmont Ver Standig Inc. to handle its advertising and promotion.

Prutzman Names Bolster; Adds Three Accounts

Chemo Products, subsidiary of Crompton Co., West Warwick, R. I., manufacturer of Teflon tapes, shapes, packing and molded parts and coated yarns; and Madison Industries, Pawtucket, manufacturer of metal-cutting tools, have appointed Darrell Prutzman Associates, Providence, to handle their advertising. Kelly, Zahrndt & Kelly Advertising, St. Louis, was Madison's former agency.

At the same time Donald W. Bolster, formerly assistant to the market research director of Kendall Co., New York, has joined the client service staff of Darrell Prutzman.

McGraw-Hill Shifts Three

McGraw-Hill Publishing Co., New York, has named Walter A. Stanbury, formerly managing editor of *Factory*, chief editor of *Textile World*, succeeding Prentice Thomas, who has resigned. Austin J. Hogan, previously field circulation sales manager for McGraw-Hill's New England district, has been named to the new post of manager of sales training for circulation sales. Wallace K. Ponder, formerly promotion and circulation manager of *Power*, has been named associate district manager for the company's Great Lakes district in Detroit, a new post.

New Agency Opens in Lansing

Hare, Shepard & Sutton Advertising, new Lansing agency, has opened offices at 326 S. Washington Ave. The principals are Russel H. Hare, recently with Campbell-Ewald Advertising, Detroit; Homer D. Shepard, Lansing business man, and Howard Sutton, former public relations director, Pontiac Area United Fund, Pontiac, Mich.

Wilson's Sons Names Haughton

William M. Wilson's Sons, Lansdale, Pa., manufacturer of electric and hand-operated meter pumps for dispensing lube oil, gasoline and other light petroleum products, has named Haughton Advertising, Philadelphia, for advertising and publicity. Ralph Ecoff Associates, Colmar, Pa., formerly handled the account.

WTRF-TV STORY BOARD

Remember the "roaring '20s" when a policeman didn't hide at the side of a busy road, but took his chances in traffic like everyone else?"

Wheeling wtrf-TV

Remember the good old days, when all you expected and got from the government was a free packet of seeds?

Wheeling wtrf-TV

Remember, a rich and busy market that's enjoying a great industrial boom is the place to sell. Folks around here are ringing up nearly two million dollars in retail sales annually. WTRF-TV is helping them decide what to buy. Are they buying your products?

Wheeling wtrf-TV

Remember when coffee was three pounds for thirty-nine cents and you couldn't afford it?

Wheeling wtrf-TV

Remember when your wife used to go out and you'd kiss her good-bye instead of your money?

Wheeling wtrf-TV

Remember when the only jams you had to answer for were toe jams? *(Wonder if they're still popular?)*

Wheeling wtrf-TV

Remember, WTRF-TV dominates a 36-county area of a Major Market, the big and booming Wheeling Market. Ask Hollingbery about Wheeling, WTRF-TV and the complete merchandising service available.

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

announces:

A HISTORY-MAKING STUDY with the aid of Dodge Reports of a full year's building planning activity by over 1,100 architectural and architectural-engineering firms in New York State.

89.8 PERCENT COVERAGE by paid subscription of $3 billion of new projects designed by these firms.

This New York State study is the 28th in a series of statewide studies* by Architectural Record of the number and dollar volume of 15 major types of projects planned by architects and their engineers—and the Record's coverage of these markets. (For a full report return the coupon at right.)

*Other studies based on *Dodge Reports:* Connecticut, Delaware, Illinois, Indiana, Kansas, Kentucky, Louisiana, Maine, Massachusetts, Michigan, Mississippi, Nebraska, New Hampshire, North Dakota, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Vermont, Virginia. Special studies: California, Washington, Oregon.

NBP Adds 11 Publications

Five companies, representing 11 publications, have joined National Business Publications, Washington, D. C. They are: American Paint Journal Co., St. Louis (*American Paint Journal, American Paint & Wallpaper Dealer* and *American Painter & Decorator*); Blackburn Publications, New York (*Modern Server & Spirits Store*), effective July 2; Huebner Publications, Cleveland (*Tooling & Production*); Industrial Publications, Chicago (*Brick & Clay Record, Building Construction Illustrated, Building Supply News, Ceramic Industry* and *Practical Builder*), and Virginia Jones Baker, San Francisco (*Western Dairy Foods Review*).

Jantzen to Use Network TV

Jantzen Inc., Portland, Ore., will use network tv in an ad campaign for the first time as part of its back to school promotion. Commercials featuring sweaters, skirts and playclothes for teen agers and pre-teens will be shown on Dick Clark's "American Bandstand" during the last three weeks in August. The magazine campaign, from August through November, will include color spreads in *Glamour, Mademoiselle, McCall's* and *The New York Times Magazine*. The agencies are Hockaday Associates and Homer Groening Advertising, both in New York.

Schiller Joins RAB

Jay L. Schiller, formerly head of media analysis of Lennen & Newell, has been named research manager in an expansion of the research department at Radio Advertising Bureau, New York. He was succeeded at Lennen & Newell by Mort Keshin, previously of the agency's research department.

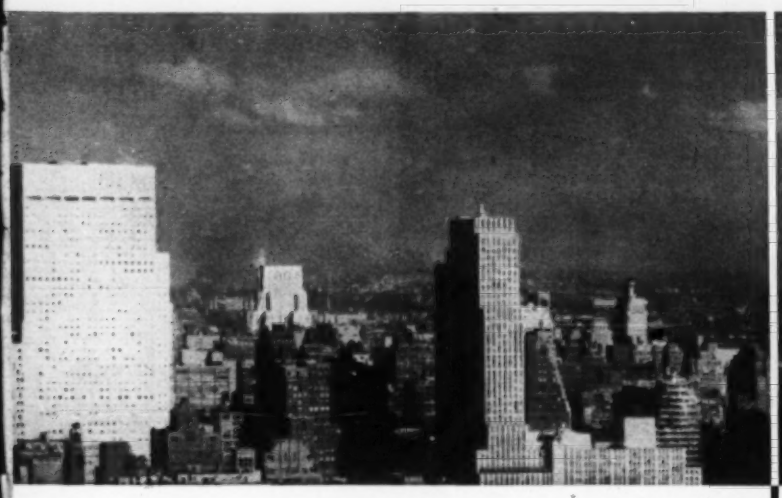
Collier to 'Leather & Shoes'

Winslow D. Collier, formerly vp for advertising of *Bakers Review*, New York, has joined *Leather & Shoes*, Chicago, as New York regional manager. He succeeds Ernest P. Baldwin, who has resigned.

Providence Agency Moves

Horton, Church & Goff, Providence, R. I., has moved to 76 Westminster St. from quarters two miles south of the city.

ADDITIVE—*Tidewater Oil Co., Los Angeles, launches its biggest ad drive (AA, March 21) with this ad in the April Sunset Magazine to introduce its new gasoline additive, MS-3. Foote, Cone & Belding is the agency.*



SCOPE OF THE STUDY

The Record's New York State study includes ALL new building projects planned by architects and their engineers in the 12-month period ending September 1, 1959 as reported by F. W. Dodge Corporation's *Dodge Reports.*

Specifically, the study covers 26,667 new building projects . . . $3,007,200,000 of work by 1,107 firms.

The projects are classified by 15 major types and a separate tabulation has been prepared for planning activity in the 5 Boroughs of New York City.

Architectural Record's Coverage

Architectural Record has determined its coverage *by architect and engineer subscriptions alone* of each segment of the New York State building market.

The summary table below shows that Record's coverage of nine out of ten architect-planned building dollars in New York State closely parallels its coverage of the country as a whole.

Percentage Coverage by Architectural Record of Architect and Architect-Engineer Planned Building (as documented by Dodge Reports)

		New York State	Combined Statewide Studies
NON RESIDENTIAL	Projects	77.6	83.5
	Dollar Volume	93.0	94.1
ALL TYPES	Projects	80.4	74.3
	Dollar Volume	89.8	89.9

Again Architectural Record is Five Ways Your Best Buy

1. Top verifiable market coverage— over 89% coverage of architect and architect-engineer planned building — nonresidential and residential, small and large.

2. Largest architect and engineer paid circulation in the field EVER!

3. Preferred readership as revealed by 140 out of 155 studies sponsored by building product manufacturers and their advertising agencies.

4. Editorial leadership in quantity and in quality of service to architects and their engineers.

5. Advertising leadership—in advertising pages and number of advertisers, for the 14th year in a row.

an F. W. DODGE CORPORATION publication

ASCE AIA ARCH

Architectural Record 119 West 40th Street New York 18, N. Y.

"workbook of the active architect and engineer"

To Architectural Record

I'd like your full report on New York State as soon as it's off the press. ☐

Also send me your combined states summary. ☐

Name_____

Title_____

Company_____

Street_____

City_____ State_____

GET IT UP . . . KEEP IT UP . . . WITH KLEEN-STIK

Stickin' around WITH kleen-stik®

IDEA NO. 167

Double-Duty Beauties

If you're lucky enough—or ingenious enough—to develop a *dual-purpose* **Kleen-Stik** display, you get double the exposure . . . double the impact . . . *double* the **Kleen-Stik** benefits. Sales Promotion Mgr. **Bob Urban** did it for **Helene Curtis Industries, Chicago,** with this series of colorful displays, each with a strip of moistureless, easy-to-apply **Kleen-Stik.** Quick as 1-2-3, the dealer or salesman can peel off the backing paper and attach as a Shelf Talker *or* as a Bottle Topper. **Ronnie Taub** handled the production for **Creative Displays, Inc., Chicago.**

WORLD'S MOST VERSATILE SELF-STIK-ing ADHESIVE

IDEA NO. 168

La Belle Kleen-Stique!

Which is worse—baggage stickers that don't stick to baggage? . . . or those that stick *too* well? **J. A. McGee,** Dir. of Advertising for **Trans-Canada Air Lines,** Montreal, solved *both* problems with labels of easy-to-apply, easy-to-remove-**Kleen-Stik Kromekote.** Attractively printed in color, they feature instructions on the back in English *and* French. But in *any* language, this modern, moistureless adhesive *sticks tight* on all types of luggage . . . yet is easily removed when desired. **Ross-Ellis, Ltd.,** Montreal, did the handsome printing, **J. O'Connor** supervising.

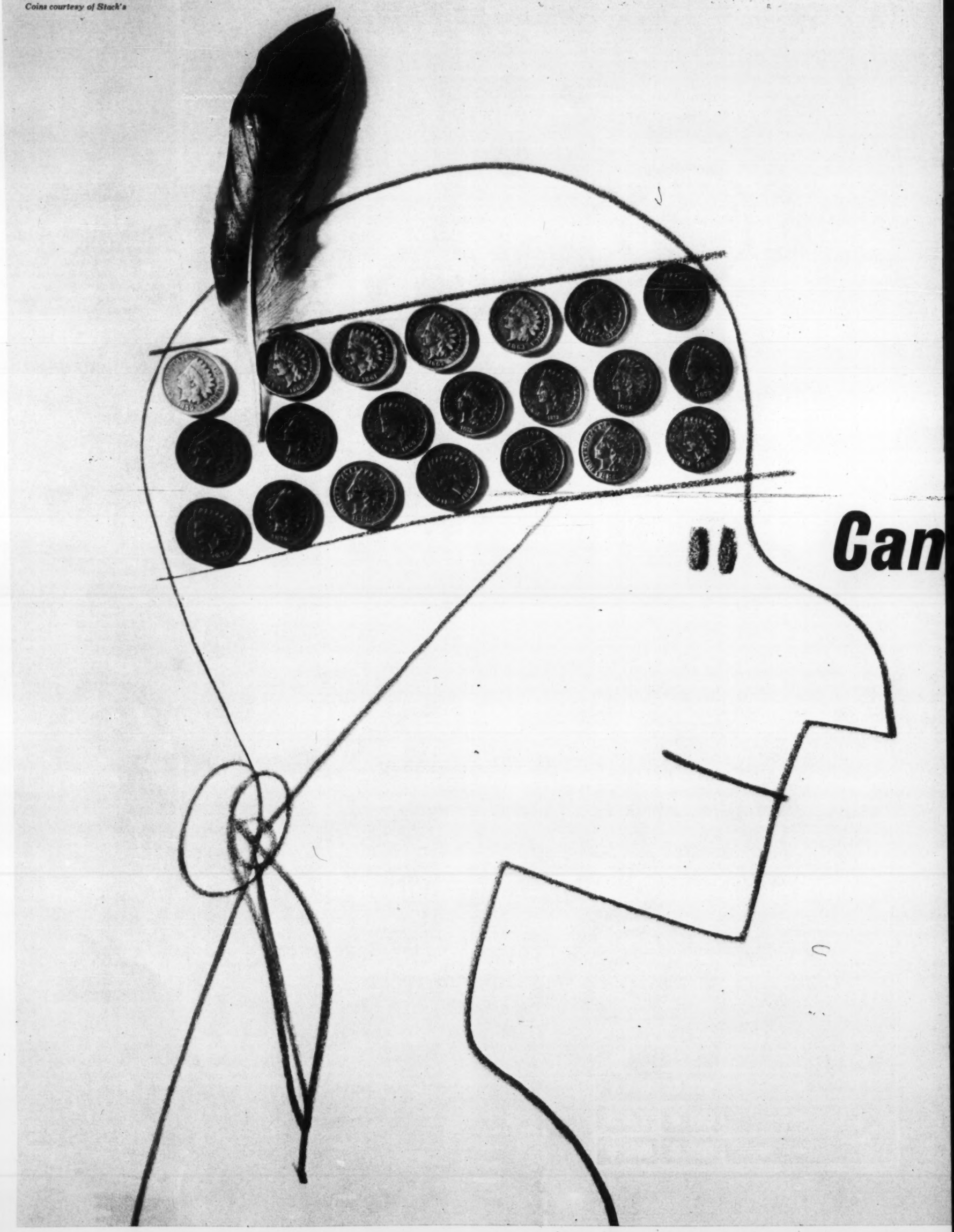
Kleen-Stik is the "miracle" material that *creates its own* P.O.P. ideas! See your regular printer, lithographer, or silk screener for samples . . . or write direct on your letterhead.

GET IT UP . . . KEEP IT UP . . . WITH KLEEN-STIK

kleen-stik PRODUCTS, INC.

7300 West Wilson Avenue
Chicago 31, Illinois

Coins courtesy of Stack's



Can

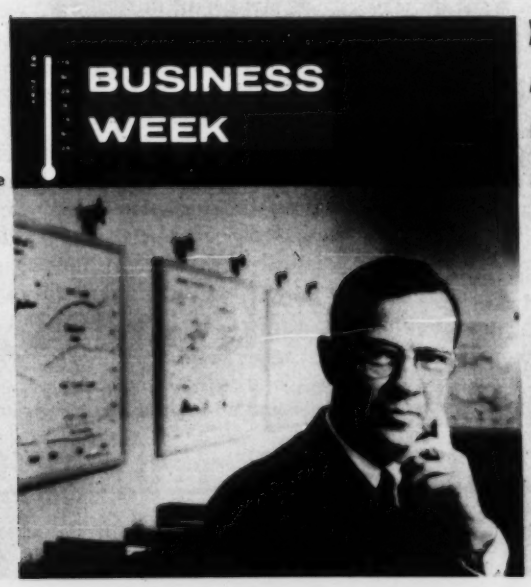
Among these 21 look-alike Indian-head pennies, there is one worth 10,000 times its face value. The others are worth — well, pennies by comparison. *Which one is the Chief?*

Don't guess! Examine credentials carefully. That's how Business Week selects the Chiefs of commerce, to build a management audience for your advertising.

you pick the chief?

Business Week is sold only by subscription. Every subscription applicant is asked for title, company, and type of business. With few exceptions, non-management applicants are *turned down* — last year, nearly 11,000 of them.

And so (like the last penny in the second row) the Business Week subscriber is valued above all others in the general-business and news magazine field. Advertisers know that they get, in Business Week, the greatest management concentration — and the greatest management readership per dollar.



A McGraw-Hill Magazine

You advertise in Business Week when you want to influence management men.

The Fault, Dear Ad Manager, Lies With Thee, Day Says

NEW YORK, April 5—Advertising campaigns, budgets, programs, and ideas "are seldom turned down arbitrarily" by management, Burchard M. Day, advertising manager of the Carborundum Co., told the New York chapter of the Assn. of Industrial Advertisers yesterday. "They're just not sold properly—it's your fault."

The "ability to convince management of what needs to be done" in advertising was one of 11 qualities which Mr. Day said management looks for in a manager "worthy of being consulted and considered in general and marketing planning." He listed the other qualities this way:

- The "ability to manage money," handling "realistic budgets" and having an "understanding of other financial needs of the company."
- "Objectivity . . . without abjectivity." The "willingness to stand off and look at your own work," and to "share management's desire to explore new ways of doing things."
- "Personal relationships" with your own staff, sales management, salesmen, agencies, media, management.
- "Knowledge of advertising," including agency relationships, measuring devices, trends, news of the trade, familiarity with media, and rates, and knowing whether you can still write, do a business card or an annual report or produce an idea or an actual piece of advertising on the spot.
- "Personnel management." He said this included hiring record, training techniques, morale of staff and quality of appraisals.
- Courage or lack of fear. "Management expects you to fight constructively.
- "Loyalty. To become a management man you must demonstrate intelligent loyalty to your management—both people and jobs. It's not you and the agency against management. Once a decision is made you must provide enthusiastic leadership to your own people and agencies."
- "Creativity." He defined this as the "ability to draw upon your store of sensory-psychological-mechanical experience to provide new solutions to old problems or new solutions to new problems."
- "Initiative and follow-through." Managers must have the "willingness to take all steps necessary to get the job done, and leave nothing to chance."
- "Salesmanship." The "ability to convince management of what needs to be done."

■ Mr. Day left AIA members with three questions "that lie solely within the area of your own decision."

The first was, "Do you really want to move into such problems as pricing product development, warehousing, sales territories, compensation?" Second, "Are you equipped . . . mentally, physically, temperamentally for additional management responsibilities?" Third, "Does your wife and your family share your ambition [in spite of long hours, heavy pressure, travel]?

"If the answer is 'yes'," he said, "God bless you, and God help you."

Arpan to Join Indiana

Prof. Floyd G. Arpan will become a professor at the school of journalism at Indiana University effective July 1. Prof. Arpan has been a member of the teaching staff of the Medill School of Journalism at Northwestern University, Evanston, Ill., for 25 years. In his new position, he will direct academic work in the area of magazine writing and production and will also develop courses in international communications.

Institute for MR Adds Two

C. William Paul and Alvin Schwartz have joined the Institute for Motivational Research, Croton, N. Y., as director of special projects and research director, respectively. Mr. Paul formerly headed his own home building company in Westchester County. Mr. Schwartz, a novelist, has done research for Warner Bros. and Transfilm Inc. and once had his own research-public relations company.

McBain Opens Own Offices

Emmett McBain has opened his own advertising design company, McBain Associates, with offices at 203 N. Wabash Ave., Chicago. Mr. McBain was formerly director of the promotion art department of *Playboy*.

we print more pages*, operate more type-setting machines** than any other newspaper in florida

orlando sentinel-star

"gateway to the moon"

*source: media records

**source: mergenthaler lino co.

Now ready...one of the most accurate measures of media ever made!

This latest Politz report reveals comparative advertising page exposures for four magazines —including the number of times an advertisement for a particular product will be looked at by good prospects for that product

What is the *most accurate* measure of an advertising medium?

More and more advertising executives believe that it is *advertising exposures* . . . related to audience quality and cost.

As you know, an advertising exposure figure measures the number of times an advertisement is *looked at*. This measurement clearly reflects the medium's basic responsibility to its advertisers: to place the advertising before its selective audience. It is not distorted by factors within the advertising itself.

Now applied to four magazines

Alfred Politz' first study of advertising page exposures was made for the Saturday Evening Post only, and hence provided no basis for comparisons.

His new research covers Reader's Digest, the Post, Life and Look.

These new figures now permit highly accurate comparisons among the four magazines. And they permit more meaningful comparisons of these magazines with other types of media, such as television. For example, the research shows how many *repeat* exposures are delivered by each magazine. This is a valuable bonus that cannot be provided by broadcast media—unless the advertiser pays to repeat his commercial.

32,000 interviews

Through interviews with 32,000 people, this information is now available *for each of the four magazines:*

- number of *issue exposures* (total and per reader)
- number of *advertising page exposures* (total and per reader)
- *audience composition*, in terms of age, sex, income, education, geographical location, number of children, home ownership, etc.

In each interview, 116 questions were asked concerning the family's possessions and recent purchases. Scores of major consumer products and services were included—cars and trucks, food, clothing, insurance, leisure products, appliances, soap, etc. Your own product category is probably included.

In each category, the figures are related to advertising page exposures (total and per person) showing the likelihood that a good prospect for a product will look at an advertisement for that product.

United Artists Names Three

Leonard E. Hammer, previously a station sales coordinator at United Artists Associated, New York, tv film producer and distributor, has been appointed director of a new specialized national sales division. The new division will help stations to get sponsorship for UAA films already purchased. United Artists also has named William Ashworth, formerly national sales manager of WSPD-TV, Toledo, and Bates Halsey, formerly with Weed Television Corp., account executives in the national sales division. George U. Lyons, previously midwestern sales manager of Storer Broadcasting Co., succeeds Mr. Ashworth at WSPD-TV.

CBS Films Promotes Three

Willard Block, formerly an account executive, has been promoted to the new position of international sales manager of CBS Films. Mr. Block was with National Broadcasting Co. before joining CBS in 1957. CBS Films also has named James T. Victory, formerly an account supervisor, director of syndication sales, a new post. James H. McCormick, previously an account supervisor, has been named eastern sales manager.

Newman, Weber Join McCann

Bruce L. Newman, formerly on the advertising staff of *The Saturday Evening Post*, has joined McCann-Erickson, New York, as a vp. McCann also has transferred Robert L. Weber, an account executive for the past three years in the Portland office, to San Francisco as Pacific Coast coordinator on Coca-Cola.

Cornelius Names Bromstad

John E. Bromstad has joined Cornelius Co., Anoka, Minn., as advertising and sales promotion manager of its premix beverage division. Mr. Bromstad was formerly in the advertising department of Mirro Aluminum Co., Manitowoc, Wis.

Naegele Promotes Mallon

Naegele Outdoor Advertising Co., Milwaukee, has appointed James H. Mallon, formerly Milwaukee sales manager, director of regional sales. Mr. Mallon, whose office will remain in Milwaukee, will primarily service the Chicago market and midwestern states.

Bloom to CBS Radio Spot

Stanley M. Bloom, formerly director of marketing and distribution at Longines-Wittnauer Watch Co., has been named to the new post of director of marketing at CBS Radio Spot Sales, New York, station representative.

Clyde Gischel Named VP

Clyde S. Gischel, director of marketing and sales of Stanley Works, New Britain, Conn., since January, 1959, has been elected vp in charge of marketing.

Advertising Exposure
AUDIENCES, ISSUES AND ADVERTISING PAGES
READER'S DIGEST · SATURDAY EVENING POST · LIFE · LOOK
Reader's Digest

To obtain your copy, ask your representative of Reader's Digest, or send the coupon below.

For example, if you sell travel, you will find that a single advertisement in the Digest will be exposed 43,553,000 times to people who have taken trips during a recent 12-month period.

If you sell life insurance, you will see that four out of five Digest readers live in families protected by life insurance . . . and that an advertisement for insurance will have 49,292,000 opportunities to make a sale to *good prospects*.

This new research permits more meaningful comparisons between magazines and television. You will find, for example, that 1000 exposures in the Digest cost less than half as much as on TV.

	Exposures per advertising page in one issue	*Advertising page exposures per reader*	*Cost per 1000 exposures*
READER'S DIGEST	60,947,000*	1.7*	59¢*
POST	30,861,000	1.3	85¢
LIFE	30,110,000	1.0	98¢
LOOK	30,702,000	1.1	84¢
ALL 4 MAGAZINES	152,620,000	2.3	77¢

*On the average, people will look at your advertising page in Reader's Digest 60,947,000 times. This amounts to 1.7 exposures per Digest reader. With a black-and-white page, the cost per 1000 exposures is 59¢.

Send for your copy today

This research was co-sponsored by Reader's Digest and Saturday Evening Post. The 84-page report is free to advertisers and advertising agencies, is available to others at $5 per copy. Send for your copy today.

People have faith in Reader's Digest

Largest magazine circulation in the U.S. Over 12,000,000 copies bought monthly

Fred D. Thompson, Dept. 11, Reader's Digest
230 Park Avenue, New York 17, N. Y.

Please send me a copy of the new Politz report (free to advertisers and advertising agencies; $5 per copy to others).

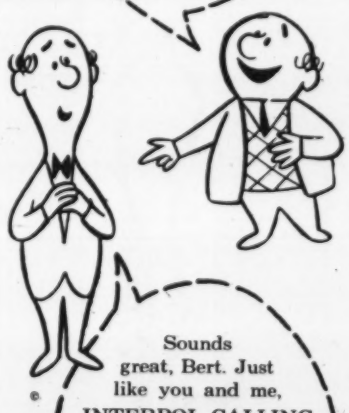
Name_____

Title_____

Company Name_____

Company Address_____

Attention advertisers! Piel's Beer is sponsoring INTERPOL CALLING, starring Charles Korvin as Inspector Paul Duval on New York's WPIX, Sunday nights at 10:30. Now Interpol's story, which the public has been reading about in Reader's Digest and other magazines and newspapers, comes to television . . . presented by Piel's.



Sounds great, Bert. Just like you and me, INTERPOL CALLING and Piel's make a sure-fire selling combination. And if I may make one small pun, both Duval and Piel's always keep their heads . . . in any situation.

'INTERPOL CALLING'

the new television series that Bert, Harry, Blitz-Weinhard, Pfeiffer's, Labatts, Miller High Life, Santa Fe Winery and so many other kinds of advertisers are buying, buying, buying!

INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. • N. Y. 22 • PLaza 5-2100

ITC OF CANADA, LTD.

100 University Ave. • Toronto 1, Ont. • EMpire 2-1166

© 1960 PIEL BROS., BROOKLYN, N. Y.

YOUR PRODUCT FACTS (at the fingertips)

A Perrygraf Slide-Chart is a tested, powerful tool for more efficient and profitable selling. These simple devices put essential facts about your product at the fingertips. *Just turn a disc or pull a slide* to tell a sales story, select the proper size and style, show how equipment operates, or solve an engineering problem. If you have a complicated or demonstrative sales story to tell, you need a Perrygraf Slide-Chart.

PERRYGRAF CORPORATION

1500-A Madison Street, Maywood, Illinois 150-A South Barrington Avenue, Los Angeles 49, Calif. Sales Offices in Principal Cities

FREE—36 page, full color booklet showing how Perrygraf Slide-Charts can work for you. 122 case histories. Write for free copy.

Metropolitan Life Joins NBC Radio; Allis-Chalmers Exits

Metropolitan Life Insurance Co., New York, has signed for one-quarter sponsorship of NBC Radio's "News on the Hour," beginning May 2 and running for 52 weeks. Commercials on the program, which replaces Metropolitan's usual spot radio schedule, will contain the "good hints for good health" the company has been featuring since 1946. Young & Rubicam is Metropolitan's agency.

Dropping out of NBC Radio's "Farm & Home Hour" after a 14-year run is Allis-Chalmers Mfg. Co. The agency is Bert S. Gittins Advertising.

Whiting Joins Clinton E. Frank

Don Whiting has joined Clinton E. Frank Inc., Chicago, as an account executive. Mr. Whiting was formerly advertising manager of the Toastmaster division of McGraw-Edison Co.

Last Ditch Effort Set to Solve Strike of Portland Dailies

PORTLAND, April 5—Rene J. Valentine, newly-appointed director of labor negotiations for the six union organizations whose members are on strike at the *Portland Journal* and *Oregonian*, said today his one objective "is to bring a rapid and honorable conclusion to this . . . terrible strike."

His first efforts, he said, will be to get publishers to the negotiating table. Except for the newspaper guild, whose members used a 90-day opening clause in a contract that expires next June to resume bargaining, no sessions between management and labor have been held since Jan. 18.

The two dailies were hit by a strike of craft unions and the newspaper guild Nov. 10, but have continued to publish with non-union help, first with a joint issue of the *Oregonian-Journal*. However, staffs have been built up to the point where the two dailies will resume their separate publication on April 18.

Mr. Valentine, Providence, R. I., a representative of the International Typographical Union, was appointed to head union strategy here. His appointment followed a meeting of top officers of six international unions—typographers, pressmen, stereotypers, engravers, bookbinders, and newspaper guild.

In a tv interview over KPTV, on time bought weekly by the local unions, Mr. Valentine said, "I am certain that publishers throughout the nation will be encouraged if this strike is not settled; they will be encouraged by the thought that they have beaten the union in Portland." #

Tyson Adds Two, Names One

O. S. Tyson & Co., New York, has been named to handle advertising for Lanston Industries, Philadelphia, and Union Carbide Development Co., a division of Union Carbide Corp., New York, which will make new ULOK air filters. Rea Fuller & Co. formerly handled Lanston. Tyson also has named Edward J. Martin, formerly with Lawrence C. Gumbinner Advertising, a copywriter.

College Inn Packaging Redesigned by Agency

College Inn Food Products Corp., Chicago, has changed its packaging, and is formally introducing the new labels to the food trade in six-page color inserts appearing in *Chain Store Age* and *Progressive Grocer*. Cunningham & Walsh, Chicago, is the agency.

Wettstein, Nowell Moves

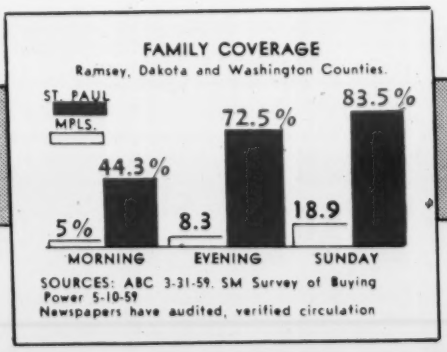
Wettstein, Nowell & Johnson, San Francisco publishers representative, has moved to new offices at 417 Market St.

THE 13th MARKET IS "TWINS"

The St. Paul Dispatch-Pioneer Press offers exclusive blanket coverage . . . no other newspaper reaches the St. Paul "Half"

ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

Representatives RIDDER-JOHNS, INC.
New York—Chicago—Detroit—Los Angeles—San Francisco—St. Paul—Minneapolis



Need Source Material For a Campaign?

- Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

UPSY:

(ONLY NET TO SHOW NATIONAL INCREASE)*

	% Change over '59 AA Homes
ABC-TV	+8.4
NET Y	-2.3
NET Z	-6.2

DAISY:

(AND AT THE LOWEST CPM)†

	Cost per Thousand
ABC-TV	2.78
NET Y	3.17
NET Z	4.16

Source: *First March National Nielsen TV Report, 1959 vs. 1960, Average Audience Per Minute, seven nights, 8-10:30 PM, NYT. †NTI cost/1000 Data, January-February, 1960, 8-10:30 PM, NYT-estimated time and published talent cost.

ABC TELEVISION abc

This Week in Washington . . .

'Crackdown' on Defense Contractor Ads Seen as Bargaining Maneuver

By Stanley E. Cohen
Washington Editor

WASHINGTON, April 8—There are reports that a number of important weapons manufacturers are planning to cut back portions of their advertising programs in the face of tighter pricing procedures which are to be introduced by the procurement officers of the armed services after midyear.

From the best information available here, such decisions to scuttle useful advertising activity would appear to be premature. Contracts will continue to be hammered out through a process of negotiation. A company which honestly believes its advertising performs a useful function sacrifices a valuable talking point if it capitulates without presenting its case.

General advertising by defense contractors has always been something of a whipping boy. Many years ago, the Defense Department took the expedient course and announced that the only ads which would be accepted as cost in a cost-plus contract would be a limited amount of institutional advertising in essential trade and technical journals, plus some necessary "help wanted" or "recruiting" ads in general media.

■ But military people know that the companies which produce weapons must find a way to tell the public about their activities. The unaudited fee in cost-plus contracts was always sufficiently attractive to assure that it would cover general advertising and other non-operating costs which the Defense Department is unwilling to recognize officially.

The current crisis is an outgrowth of a new drive to cut weapons costs, which the armed services have launched in response to congressional pressure. Now there is to be an effort to use the same strait-laced pricing rules in negotiating fixed-price contracts which were formerly used only in drafting cost-plus arrangements.

It is easy to see why defense contractors would be uneasy about such a development. Fixed-price contracts, which represent roughly 60% of the $25 billion defense procurement volume, do not lend themselves readily to the tight pricing procedures which apply to cost-plus work.

■ While there has always been an effort by procurement officers to look into the components of price, the negotiation of a fixed-price contract involves a big element of dickering in the fine tradition of the oldtime New England horse trader.

The government's chief concern is to get a reliable producer at a price which makes sense from both sides of the bargaining table. Since there can never be a complete meeting of minds, the ultimate result in the negotiation of a fixed-price contract always is a compromise which makes it impossible to identify all the actual factors which are part of this price.

The Defense Department knows it has to be this way. If the same cost rules were rigidly applied to fixed-fee contracts, there would be no "cushion" to cover the inescapable non-operating costs which the government is unwilling to recognize openly. Defense business would become so burdensome that many qualified companies would turn their energies elsewhere.

As it appears now, the impact of the tougher pricing program will be neither as drastic nor as widespread as some defense contractors have assumed.

Contractor officers are to regard the cost rules only as "guides" in negotiating a fixed price, or termination settlement. They are to remain free to apply a "reasonableness" test which opens the door to consideration of any cost which a "prudent business man" might encounter in the course of his normal activity.

Moreover, the cost rules are to be used only where negotiations have necessarily been confined to a single producer. No cost quibbling is contemplated in a whole spectrum of other situations, involving at least 40% of all fixed-price contracts, where contracts have been negotiated competitively, or where they have been based on competitive bidding.

■ In announcing that tougher cost rules are to be used in negotiating fixed-price contracts after July 1, the Defense Department carefully explained that these costs are to be used solely as "guides" in the negotiating process. Contracting officers are to think "no" if they find that institutional advertising in publications of general circulation has been considered as part of the company's operating cost. But this is merely a starting point from which to "dicker."

At "dickering" time, advertising will be only one of many items which will be on the table for discussion. Neither the government nor the company is likely to give in on all of them. So the end result is likely to be a compromise, which some will call a defeat for advertising; others will regard it as a victory. Both can be right, since neither side can actually know how the meeting of minds was achieved.

Moreover, each contract is negotiated by different men. So advertising will do well in some instances, poorly in others, depending on the quality of the presentation.

■ If the ultimate results of the negotiations are to continue to be determined at the bargaining table, obviously any company which has ditched its advertising plans before it enters the room has weakened its bargaining position. In addition, it has cast some doubt on its good faith, and, by inference, has invited closer scrutiny of the other elements of its price.

Regardless of its status as a properly allocable cost in defense contracts, institutional advertising by weapons makers always has been and always will be a deduction for income tax purposes.

Contracting officers who represent the government in major defense negotiations are experienced and worldly men. In relation to the other elements in a substantial fixed-price weapons contract, they know the sums saved after taxes by cutting back advertising would be small.

■ If the contracting officer finds the company's own estimate of the importance of its advertising is so low that it is unwilling to risk what it may have to make these small investments from its own pocket if necessary, he can hardly be expected to have much respect for the contention that advertising does a useful and often essential job for the company and, indirectly, for the defense program. #

Murray to American Exporter

Robert Murray, formerly assistant advertising manager of Philco International Corp., has been appointed associate manager of the Cleveland sales office of American Exporter Publications.

As served at Dunbar's by Albert Cantey

Jambalaya . . . OLD NEW ORLEANS FAVORITE

Here's how to make it!

Cook 2 chopped onions, 1 can tomatoes and ½ can tomato paste in 4 tablespoons butter for 10 minutes, stirring. Add 4 cloves garlic, 2 pieces celery, ¼ green pepper, ½ teaspoon thyme, 1 teaspoon parsley, 3 cloves—all finely chopped—and cook ½ hour, stirring. Stir in 1 pound diced boiled ham, 2 pounds peeled boiled shrimp; cook 10 minutes. Stir in 3 cups cooked rice. Season with salt, black pepper, cayenne. Simmer ½ hour. Serve with a bottle of chilled rosé wine.

WWL-TV . . . New New Orleans Favorite

How ya gonna keep 'em seated for the commercial? WWL-TV does it with a bright new series of station ID's—catchy sound and animation! Audiences stay put at station break time; advertisers get the most effective background possible for their spot sales messages. Alert programming like this is another factor that has established WWL-TV as the *new* New Orleans favorite.

Gourmet tastes? *Then write today for your gift copy of WWL-TV's new New Orleans Cookbook, "HOW TO PLEASE A GOURMET." Just off the presses—and loaded with wonderful old Creole recipes. Write: Promotion Dept., WWL-TV, 1024 North Rampart, New Orleans, La.*

CBS WWL-TV NEW ORLEANS

Represented Nationally by Katz

Kodak

PHOTOGRAPHY: JON ABBOT • AGENCY: BBDO

Where there's SMOKE...

. . . there's fiery competition. Logic dictates the strongest, most vigorous, image-provoking advertising. That photography is the image-maker is not surprising. For a photograph generates instant recognition—association in the minds of everyone.

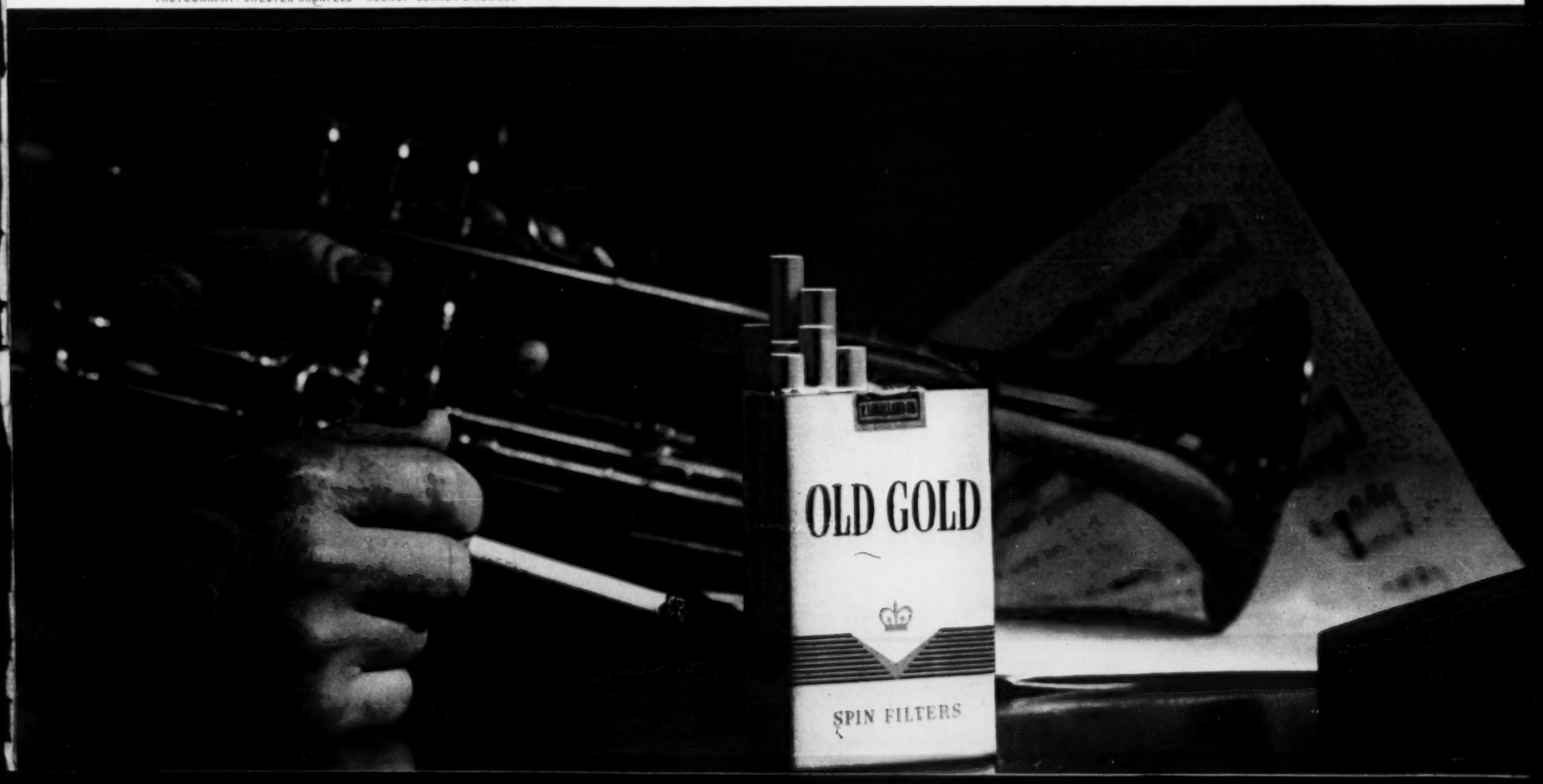
Long recognized has been photography's sense of conviction. This inherent virtue is now greatly enhanced by a new freedom of motion and expression. The Kodak Ektacolor system is this new way to color. And here are three campaigns whose strong, photographically honest messages sing loud and clear in spite of 4-wet high-speed printing.

It is the advertiser who benefits from his agency's acceptance of new things. And the photographer who is conversant with the new is often able to perform that little extra magic which is the difference between excellent and superb.

EASTMAN KODAK COMPANY
Rochester 4, N. Y.

PHOTOGRAPHY: ARIK NEPO • AGENCY: WILLIAM ESTY COMPANY

PHOTOGRAPHY: CHESTER KRONFELD • AGENCY: LENNEN & NEWELL



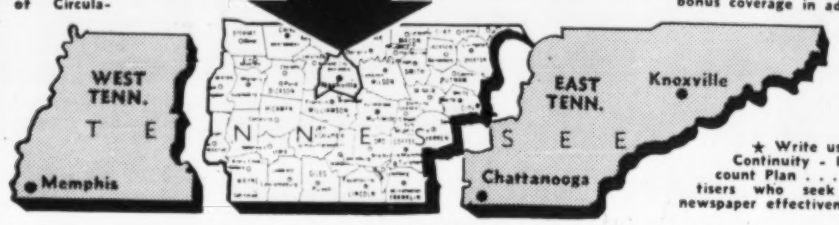
TENNESSEE IS REALLY 3 STATES!

We can show you how to dominate

The BIG MIDDLE Area

Your audience for newspaper advertising is guaranteed by the Audit Bureau of Circulations.

Your advertising message will reach 9 out of 10 homes in Metropolitan Nashville; over HALF the homes in the Retail Trade Zone (shown here) with bonus coverage in adjacent areas.



★ Write us about our Continuity - Impact-Discount Plan . . . for advertisers who seek maximum newspaper effectiveness.

Nashville Banner
PLAN $16 MILLION IN HOMES
Evening

THE NASHVILLE TENNESSEAN
MID-STATE GAINS NEW PLANT
Morning ● Sunday

NEWSPAPER PRINTING CORPORATION, Agent
Represented Nationally by THE BRANHAM CO.

Meredith Names Two Reps

Meredith Publishing Co., Des Moines, has appointed two men to its book and general promotion division field sales force. Jack E. Dunning, former tv director for WREC-TV, Memphis, will represent the company in its new Memphis territory, and Wade B. Rothwell, formerly with a securities company in Atlanta, will take over the company's Atlanta territory.

Schneiderman Adds Account

Industrial Training Institute, Chicago, has appointed Harry Schneiderman Inc., Chicago, to handle its advertising. Until recent months, Biddle Co. handled the account.

Wayne-George to Meissner

Wayne-George Corp., Boston, has appointed Meissner & Co., Boston, to handle its advertising and public relations. The company produces photoelectric encoders and data processing equipment.

Networks Sign Up Fall Shows Before Offering to Sponsors

NEW YORK, April 5—Fall shopping at the tv networks is already in full swing.

This year a trend started earlier is becoming even more pronounced. The networks, particularly CBS and ABC, are locking in the programs and then offering them to advertisers. With time at a premium, an advertiser who comes in with a program he wants included in the schedule has trouble finding a spot for it.

Among the recent deals that look set for fall: ABC-TV has sold Liggett & Myers and Humble Oil one-quarter sponsorship of the 1960 NCAA football telecasts; Gillette already has contracted for half these games.

■ At CBS, State Farm Mutual (for its automobile insurance) will alternate with Lever Bros. as weekly sponsor of Jack Benny for the 1960-61 season. American Tobacco Co. and Quaker Oats Co. are expected to present Tom Ewell in a new situation comedy Tuesdays at 9 p.m., EST. The show currently in this time period—"Tightrope," co-sponsored by American Tobacco and Pharmaceuticals Inc.—is slated to switch to NBC.

Scott Paper Co. has bought "Bringing Up Buddy" for Mondays at 8:30 p.m., EST. Moved out of this spot, "Father Knows Best" will be re-scheduled—with reruns—Tuesday at 8 p.m. This bounces Oldsmobile's "Dennis O'Keefe Show" out of the CBS lineup.

■ Newcomers at NBC are expected to include "Peter Loves Mary," a Peter Lind Hayes-Mary Healy stanza, which P&G reportedly was unable to place on CBS, and a new Frank Sinatra package called "The Bachelor," with Pontiac as the most likely sponsor.

TV Lectures Offered

A series of 10 "lectures about tv" is being conducted at Woodlawn Residence, University of Chicago, through June 10, under the chairmanship of Howell J. Malham, John Blair & Co.

Sage Opens PR Firm

Clifford Sage has resigned as vp and public relations director of the McCarty Co. of Dallas, Texas, to establish his own public relations agency in the Interurban Bldg., Dallas.

Levine Joins Allen Agency

Robert Levine has joined Allen, De St. Maurice & Spitz, San Francisco, as copy chief. He formerly was a financial copywriter and account executive with Albert Frank-Guenther Law.

Carlon to Carr Liggett

Carr Liggett Advertising, Cleveland, has been appointed advertising counsel for Carlon Products Corp., Aurora, O., producer of plastic pipe.

Fingulin Joins Wentzel

Alfred J. Fingulin, formerly an account executive with Ross Llewellyn Inc., Chicago, has joined Wentzel & Fluge, Chicago, as a copywriter.

'Life' Editions Change Trim

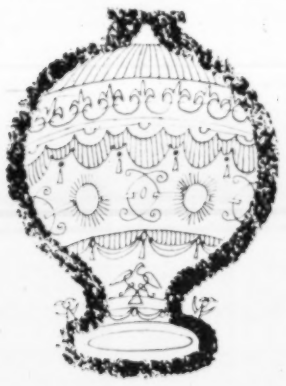
Life International and *Life en Espanol*, effective with issues of June 20 and June 27, respectively, will change trim size from 10½x14" to 10½x13⅝".

A BRIEF

HISTOIRE D'AIR FRANCE

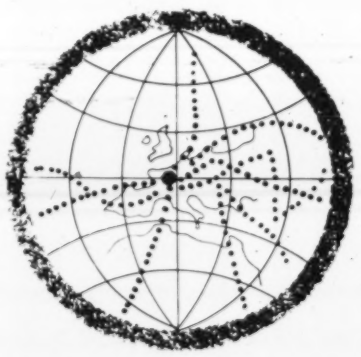
(that is also a history of French aviation)

L'HISTOIRE ANCIENNE



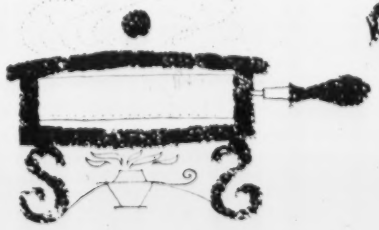
FIRST MEN TO FLY. Joseph and Etienne Montgolfier successfully take to the skies, June 5, 1783. Man's ancient dream of air-borne travel suddenly becomes a practical reality.

L'HISTOIRE MODERNE



LES PLUS GRANDES ROUTES. Today, Air France the world's largest airline. Routes cover more than 202,000 unduplicated miles...connect 210 cities in 76 countries. Air France is the largest *French* airline, too. Though it cooperates closely with all other French airlines, none are part of Air France. As the official French national airline, Air France maintains its unique identity...the oldest, the largest, the most experienced of all.

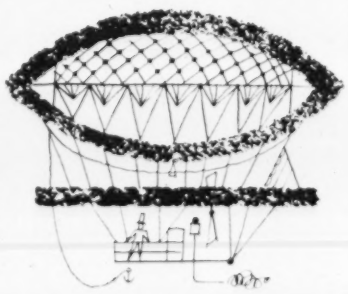
LES PLUS GRANDS JETS. All Air France jets are superb! The 707 Intercontinentals are the largest, fastest, longest-range jets in the world. Air France Caravelle Jets have an outstanding performance record. Air France uses both to provide the world's only jet-to-jet service between the U.S.A., Europe, Africa and the Middle East.

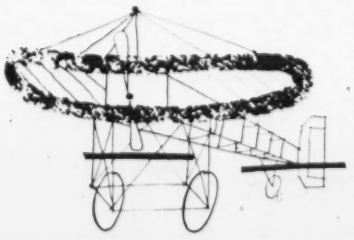


LE PLUS GRAND SERVICE. Air France service is incredibly lavish, incomparably French. On every flight, passengers enjoy superb French cuisine, exquisite French service at no extra cost. Experienced Air France pilots are experts at providing smooth, restful flights. They have flown more than 5,000,000 pure jet passenger miles.

L'HISTOIRE "PIONEER"

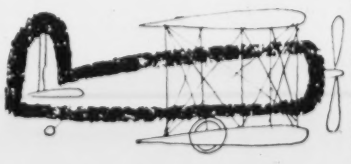
FIRST ENGINE-POWERED DIRIGIBLE. Remarkable speed of 6½ MPH was clocked by Henri Gifford on a Paris-Trappe flight, September 24, 1852. An early demonstration of the French genius for technical achievement that is a tradition with Air France today.





FIRST INTERNATIONAL FLIGHT. French aviation gained new stature when Louis Blériot flew 25 miles across the English Channel, July 25, 1909. This memorable journey focused world attention on the immense possibilities of commercial flight.

FIRST INTERNATIONAL PASSENGER FLIGHT. Air France's flight from Paris to London, February 8, 1919. Eleven passengers made the trip. Flew 187 miles in 2½ hours. Today, Air France passengers fly 1500 miles in the same 2½ hours.



DRIVER DRIVE—*Tidewater Oil Co. used this ad in the April 11 issue of Life; it also will appear in the April 26 Look.*

Tidewater Uses Giveaway In Its Eastern Campaign

NEW YORK, April 5—Tidewater Oil Co.'s eastern division has launched its "largest advertising program in recent years" to promote its Flying A gasolines (AA, April 4). Its "Man with drive gets Flying A" theme will be continued in the 1960 campaign, which will show an increase in radio, tv, magazine and outdoor advertising, Jack Leener, advertising manager, told ADVERTISING AGE.

The division launched its radio, tv and outdoor drive yesterday. It will use spot commercials in 19 radio and 19 tv markets. On May 2 Tidewater will introduce a "Flying A Melody Mileage" program in 32 additional radio markets. Ten times each day a four-digit number will be announced. If the number corresponds to the last four numbers of a motorist's automobile speedometer, he will be entitled to ten free gallons of gasoline at his nearest Flying A station. The "Melody Mileage" drive will run 26 weeks.

Tidewater will kick off its magazine campaign this month. It will include five b&w pages each in *Hot Rod, Life, Look, Motor Life, Motor Trend* and *True* throughout the year.

The division, which includes 14 northeastern states, will round out its campaign with point of sale material.

Foote, Cone & Belding is handling the campaign.

Tidewater has already announced its western campaign (AA, March 21); the kickoff ad in this campaign appears on Page 37. #

Shepherd to Opinion Research

John E. Shepherd, formerly senior vp of Fletcher Richards, Calkins & Holden, has been appointed to the new position of director of marketing for Opinion Research Corp., Princeton, N. J.

Wagenbach Joins L. A. Bank

Ronald J. Wagenbach, formerly an account executive with Honig-Cooper & Harrington, Los Angeles, has joined Security First National Bank, Los Angeles, as assistant advertising manager.

MAB Names Strongin

James W. Strongin, formerly with *Life*, has joined Magazine Advertising Bureau of Magazine Publishers Assn. as presentations director.

Morros Sets Up Film Company

Richard B. Morros has set up offices at 424 Madison Ave., New York, for the production and distribution of tv films.

'New Equipment Digest' Names Guest Ass't Publisher

Gordon B. (Bud) Guest has been appointed assistant publisher of *New Equipment Digest*, Cleveland. He will continue to represent the publication in eastern Ohio and western Pennsylvania in addition to special editorial assignments.

'NAHB Journal' Names Hurst

Robert W. Hurst has been appointed to the new post of advertising manager of the *NAHB Journal*, published by the National Assn. of Home Builders, Washington. He formerly was assistant advertising director of the publication.

Standard Promotes Gillis

Robert L. Gillis, sales promotion and advertising manager of the Standard Oil Co. (Ind.) southeastern region, Indianapolis, has been appointed assistant to the exec vp, Robert C. Gunness.

Now... BUY A KING SIZE MARKET!

Overall Expenditures at . . .
WHITE SANDS MISSILE RANGE
$82 MILLION IN 1959
including
$45.5 MILLION PAYROLL

10,286 Personnel—highest in history—This largest of all land rocket and missile test centers of the Free World is located just 45 miles from El Paso.

The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening
COMBINED CIRCULATION 104,020

EL PASO . . . CAPITAL CITY OF
THE FABULOUS SOUTHWEST

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia
Represented by Million Market Newspapers, Inc.

China Makers Suit Against Corning Glass Dismissed

A $1,000,000 suit against Corning Glass Works for alleged disparaging remarks made about competitors' chinaware in Corning trade advertising was dismissed in Buffalo by Supreme Court Justice Regis O'Brien. The action was brought by the American Restaurant China Manufacturers Assn. on the ground that Corning Glass misinterpreted the results of sanitation tests run on glass and chinaware at the University of Michigan.

Corning claimed in its motion for dismissal that the suit should have been brought in the names of the various chinaware firms instead of through the association. The association said it will appeal the decision.

Norrell Heads MRA Group

Maurice Norrell, Conover-Mast Publications, has been elected president of the Magazine Representatives Assn. of Southern California. Other officers are Alan T. Cazier, Industrial Publishing Corp., vp; John Follansbee, Menne Co., treasurer; Raymond J. Husted, Harker-Husted-Coughlin, secretary, and Richard Faust, Albert W. Randle & Associates, assistant secretary.

Hayden Joins Mony

Henry L. Hayden, formerly with Norman, Craig & Kummel, has joined Mutual of New York, New York, as assistant advertising director.

BROCHURES • CATALOGS • DIRECT MAIL
ADVERTISING PRODUCTION
Deal direct with one source — at one location
• Creative and finished art work • Photography
• Complete litho camera and plate service
• Our supervision, coordination and facilities
make better advertising easier.
Metachrome, Inc. 9 E. Ohio St., Chgo 11 Ill., Michigan 2-6402

ROBUST NO MORE—*Abbott Laboratories, Chicago, is running these two half-pages (combined here) as half-pages at top and bottom of facing pages starting in April in Good Housekeeping, Ladies' Home Journal, Life, McCall's, and The Saturday Evening Post. Tatham-Laird, Chicago, is the agency.*

YOU'RE LOOKING AT 4 LBS., 7 OZ. OF PERSUASION!

Persuasion works best on people who are *interested* in the first place. Your advertising in **electronics** every week creates interest and acceptance . . . your advertising in the **electronics** BUYERS' GUIDE and Reference Issue sharpens that interest when people are ready to buy.

Exclusive! electronics opens the door to sales . . . the "GUIDE" applies the weight of authenticity that leads to the final sales.

electronics with its BUYERS' GUIDE is the only media combination in the field that provides authoritative technical as well as buying information.

1960 Issue Closing Dates:
Published July 20; Complete Plates May 1

electronics Buyers' Guide and Reference Issue
THE ELECTRONICS MAN'S BASIC BUYING BOOK

A McGRAW-HILL PUBLICATION
330 West 42nd St., New York 36, N. Y.

NBC Spot Sales Names Close VP; Promotes Four Others

Richard H. Close, who has been director of NBC Spot Sales, New York, has been promoted to vp at the radio-tv station representative. Robert J. Sullivan, formerly promotion manager at Radio Advertising Bureau, has joined NBC Spot Sales as manager of sales development, replacing Joe Casola, now in the sales presentation department at NBC-TV.

Al Ordover, previously in the rates and rating department in the NBC-owned stations division, has been named tv sales development specialist at NBC Spot Sales. Steve Kirschenbaum, formerly an account executive at A. A. Schechter Associates, public relations company, joined the NBC rep company as sales promotion supervisor. William McGee, who had been a district sales manager in the eastern division of Independent TV Corp., tv film producer and distributor, joined NBC Radio Spot Sales as a salesman.

National Distributes Brochure

National Distillers Products, New York, has distributed, to about 3,500 Old Crow salesmen and retailers, a four-color 20-page, tabloid-size brochure outlining the brand's history and advertising planned for its 125th anniversary year. The brochure shows ads to appear in *Holiday, Life, The New Yorker, Sports Illustrated, The Saturday Evening Post* and *Time* and newspaper and outdoor posters.

Williams Joins Ludgin

Roy N. Williams, formerly with the old St. Georges & Keyes, New York, has joined Earle Ludgin & Co., Chicago, as account executive.

Too Busy to Keep Up With Your Reading?

• Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should. Many busy men have us spot and send them information on subjects of interest to them.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

Some people just don't read

In every market, there are some people who *do* not and *will* not read anything.

The objective, when publishing a business magazine, is to offer advertisers the fewest nonreaders . . . and the highest percentage of *true* readers.

We do it by insisting that our publications be paid for.

While it isn't an absolute guarantee, asking businessmen to pay money for a magazine seems to us the surest way to get them to indicate their *intent* to read.

And we believe when the publication they pay for crosses their desks, they are more likely to give it their attention—along with the advertising that's in it.

Right now, our circulation is over 1,400,000. All asked for. All paid for.

In short, the men you want to reach are literally paying to reach you . . . in the McGraw-Hill publications to which they subscribe.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd ST., NEW YORK 36, N. Y.

Selected and bought by men in industry who want the best in editorial service.

Goessling Joins Sackett

F. W. (Mick) Goessling has been appointed sales director of DeForest Sackett & Associates, Chicago art and design studio. Mr. Goessling formerly was art director of U. S. Gypsum Co. Before that he was art director of Abbott Laboratories and was a staff member of ADVERTISING AGE.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

Lynn Baker Names Savage VP

David Savage, formerly exec vp of Bernard L. Schubert Inc., tv film producer and distributor, has been named vp and director of radio and tv of Lynn Baker Inc., New York. Mr. Savage succeeds Norman Frank, who resigned to open his own pr company, Martial & Co., New York.

Kastor Adds Illinois Bank

H. W. Kastor & Sons Advertising, Chicago, has been named to handle advertising for the Illinois State Bank of Chicago, a new bank which opened April 7. The bank will be using a newspaper campaign to announce its opening.

Ziff-Davis Boosts Weiner

Ziff-Davis Publishing Co., New York, has appointed Saul D. Weiner manager of the advertising promotion department. He has been promotion art director for the nine monthlies and 13 annuals published by Ziff-Davis.

AHP Sales, Net at Record

Sales of American Home Products Corp., New York, were up 12% in 1959 for an alltime high of $451,014,484. Net income rose 10% to a record $46,661,952. Ethical drugs accounted for 44% of the sales; packaged drugs 24%; foods 15% and household products 17%.

'Record' Boosts DeVito

Peter J. DeVito, a member of the *Middletown Daily Record*, New York, advertising sales staff for the past three years, has been promoted to national advertising manager, a new post.

Water Tunnel Opened

THE DENVER POST ★★ HOME EDITION
The Voice of the Rocky Mountain Empire
Vol. 68, No. 222 *Denver, Colo.—Climate Capital of the World* *5 Cents, 72 Pages*

New Bore To Double City Supply

By LEONARD LARSEN
Denver Post Staff Writer

A surge of fresh air which whipped through the warm, humid east section of the Harold D. Roberts Tunnel signaled success Wednesday in the drilling of the 23.3-mile Denver water diversion project.

The rush of air came seconds after 175 pounds of dynamite blasted away the final nine feet of rock which blocked completion of the bore.

Earl L. Mosley, project engineer for the Denver Water Board on the $50 million tunnel, was the first to speak after the wave of blast concussion swept past a group of officials, observers and workers gathered about 1,300 feet back of the "holing through" site on the East Portal side.

"Feel that air. Feel that air, fellows," Mosley shouted. "We've got a tunnel."

To the jubilant officials and workers the holing through meant completion of a long step toward diversion of Blue River water from Colorado's Western Slope to the Denver system. It's estimated that the diversion will double the Denver water supply and will also allow a doubling in metropolitan population.

The honor of throwing the switch that touched off the final dynamite charge went to Joe Vancil, the East Portal shift boss, and Thomas P. Campbell, president of the Denver Water Board.

The honor of being first through the blasted hole went, however, to two workmen from the west side of the blast site. They were John Berry and Joe Ferguson, who raced up to the holing-through site after the blast, scrambled over debris and were on hand when the official party train arrived.

14½ INCHES OFF CENTER

Among the statistics worked out were these: The meeting of the two bores was only 14½ inches off center in 23.3 miles. In calculating the distance from West Portal near Dillon to East Portal near Grant, engineers for Tipton & Kalmbach, Denver firm which designed the tunnel, had missed by only 3½ feet.

The 10-mile section from the East Portal to the holing-through site is the longest single-face bore in the world.

Dave Morse, assistant project manager on the East Portal side, spoke for the 600 workmen on the tunnel job when asked about the slight errors in calculations.

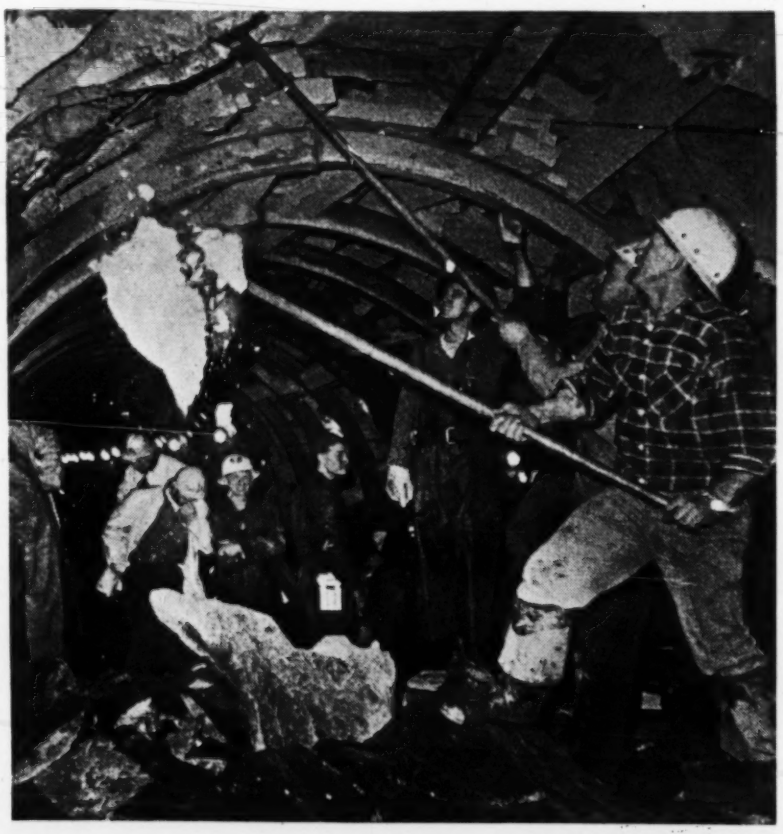
"I would say it's pretty close for 78,000 feet of drilling," said Morse.

H. J. Dickinson, construction engineer for Tipton & Kalmbach, said that the next two months will be spent pulling all rock and debris from the tunnel bottom. After that about two years will be required for cementing the interior.

After that water from the Blue River will be available to Denver taps.

"BONUS" WATER ADDED

In addition to the approximately 130,000-acre feet of water Denver will get each year from the Blue through the tun-



BIG TUNNEL GIVES DENVER WATER SUPPLY FOR POPULATION OF 1.5 MILLION PEOPLE.

Post Begins $1.25 Million Expansion

The Denver Post has under way a $1.25 million expansion program to provide color display in the bigger daily Posts before year's end, Palmer Hoyt, editor and publisher, announced Wednesday.

The project includes purchase of five new press units with color attachments and construction of a two-story building on the site of the Roslyn Hotel which adjoins The Post in the 600 block of 14th St.

The Roslyn Hotel building was purchased by The Denver Post three years ago to relieve overflow operations from several departments of the paper.

However, the unexpected rapid growth of Post advertising, color printing and circulation has demanded even greater space than that available in the present building.

Demolition of the hotel which began March 16 is the first step toward erection of the new building on 14th St. The structure will extend The Post's loading dock and mail room to a full city block.

The five new press units, Hoyt said, will give The Post a printing capacity of 96 pages a day with full color on eight pages. The present capacity is 80 pages daily if eight pages of full color are used.

"These new units will make color available in the pages of The Post every day of the week for the first time," Hoyt said.

Color reproduction on newsprint is now restricted to five days a week in The Post.

Target date for completion and installation of the new facilities is Nov. 1. Bids for construction of the building on the Roslyn Hotel site will be out April 15.

The basement of the new building will be used for additional newsprint storage. A tunnel under the alley between 14th and 15th Sts. will connect the new basement with the present plant.

From ground level up the new structure will be styled to match the west end of the present plant.

The ground floor will be a loading dock with a gap provided for the alley. Mail room facilities will be expanded into the second floor, with a bridge over the alley connecting them with the present plant.

Architect for the expansion is Buell & Co.

Area Business Rise Continues

Business in Denver continued its steady climb during January, the business research department of the Denver Chamber of Commerce reported Saturday.

Sales tax collections were up over both December and January, 1959.

There were gains in new automobile sales over a year ago, and in travel. The report said the number of passengers in and out of Stapleton Field and Union Station showed sharp increases over January, 1959.

Reflecting the metropolitan area's population boom, the report showed there were 291,171 electricity customers in the five-county metropolitan area as of Feb. 1.

Population Estimate

That's a gain of 11,802 over a year ago, much of it residential. Calculated at an average of three persons per home, it means that the Chamber of Commerce estimate that the area is gaining 2,500 persons a month, or 30,000 a year is conservative.

City sales tax collections in January were $588,803. That compares with $470,537 in December (mostly on November business) and $563,373 collected in January a year ago.

The number of airline passengers using Stapleton Field jumped from 136,799 in January a year ago to 149,014 last month.

The railroads scored a gain in passenger business, too. Passengers in and out of Union Station last month totaled 153,789—compared to 140,973 in January, 1959, and 151,579 during the December holidays.

Employment Up

Total employment in the five-county area of Denver, Adams, Arapahoe, Jefferson and Boulder stood at 345,300 in January, 1960, a gain of 12,700 over year-ago figures.

... the report

Bond Store To Open in New Center

Bond Stores, Inc., one of the nation's largest retailers of men's clothing, is coming to the Denver area.

The 50-year-old clothing firm has announced it will locate its first Rocky Mountain Empire store in the $8.5 million Westland Shopping Center, scheduled for opening by Aug. 1 on W. Colfax Ave. near Kipling St.

Westland is being developed by the May Realty Co. of Los Angeles, a subsidiary of May Department Stores Co.

Joint announcement of the Bond Stores' decision to move here was made in Denver by David Touff, May-D&F general manager, and Ellis H. Schechtman, president of Bond Stores, Inc., 500 Fifth Ave., New York City.

Final leasing details were completed after an inspection by Schechtman, Bernard Gross, ... president, and Gerald

Continental Oil Sets $15 Million Area Investment

Continental Oil Co. plans to invest about $15 million in the Rocky Mountain region during 1960, it was announced here Wednesday.

The money will be spent for exploration, production, manufacturing and marketing activities. It does not include the annual company payroll of $12.5 million for normal operating expenditures in the region.

About $10 million will be ... drilling 120 wells in

Denver Officials Urge Stapleton Field Hotel

By JOHN W. BUCHANAN
Denver Post Staff Writer.

Denver officials will ask a major hotel chain to build a $1.5 million, 12-story hotel at Stapleton Field as part of a $19 million expansion program, L. M. Cooley, manager of public works, said Friday.

The hotel, which would provide from 150 to 200 rooms and larger dining facilities than now are available at the airfield, would be located east of and connected to the present terminal building.

Financing under present plans would be done by a private developer. Earlier, city officials had envisaged financing of any hotel there from revenue bonds authorized by Denver voters a year ago.

Because of plans to lengthen present runways and to build a new one to a total length of about two miles, it will be necessary to control ... built to accommodate commercial jet aircraft.

Cooley said the city also may have to build a new structure to house fire and disaster equipment at a cost of about $250,000. New equipment may cost another $200,000. Use of large new jet planes probably will make necessary the purchase of newer types of disaster equipment.

The airfield's entire construction program is expected to cost $19 million; $16 million in revenue bonds, $1 million in reserve funds from previous bond issues of 1948 and 1951, and an estimated $2,115,000 in federal allotments in the next year. The federal government allotted $1,250,000 Thursday for runway construction.

'60 SALES RISE LIKELY

Economic Outlook Bright in Colorado

The prosperity which favored Colorado in 1959 is due to continue throughout 1960, according to the University of Colorado's Bureau of Business Research.

"Business indicators should remain high all of the year," says L. J. Crampon, bureau director, in

Food Center Planned at Denver Site

General Foods Corp. Saturday announced plans to establish a new Denver sales and distribution center at 4303 Brighton Blvd. to serve the Rocky Mountain area.

The Denver center will become a link in the firm's nationwide network of 17 market centers launched in November, 1957, and set for completion next year, officials of the White Plains, N.Y., headquarters said.

The firm said the new Denver district will better serve General Foods customers in Colorado, Utah, New Mexico and parts of Texas, Nevada, Idaho, Oregon and Wyoming.

Stephen G. Kakos will be district customer service manager of the new office. District sales managers to be assigned to the new center include:

Leonard Shepherd, Post division; Herbert Elam, Jell-O division, and Charles Neeler, Maxwell House division. Harley W. Carlson of Phoenix, will head the International Products divi-

Vodka Marketer Pickles Buffalo Grass, Challenges Martinis, Hits 'Rubbish' Ads

SAN FRANCISCO, April 5—"Stamp out martinis with buffaloes" is the theme of a marketing campaign to promote a new drink —vodka, flavored with "buffalo grass."

Lloyd Koreneff Downton, 29-year-old ex-Lennen & Newell account executive, is heading up the operation which hopes to sell the nation's martini drinkers a "buffalo on the rocks, straight, or with a twist of lemon peel, an olive or an onion."

Mr. Downton is using his family name, Koreneff, as the brand name for the new liquor made from 80 proof vodka and "a special family formula using buffalo grass herbs imported from Poland and inserted into the bottle after the vodka has been distilled."

■ According to Mr. Downton, "buffalo grass, or bison grass, or zubrovka or buchloe dactyloides, is a pungent herb noted in history since pagan days when it was burned in the temples to excite lovers on their nuptial night.

"In the Himalaya Mountains the herb is chewed by old men who believe it imparts virility," said Mr. Downton, adding that he has no intention of stressing the "virility" angle in promoting the drink at present.

G. Granucci Inc., San Francisco, will be sole distributor of the liquor and Daly & Kliene designed the label for the package which Mr. Downton is test-marketing here and in San Mateo County.

"If tipplers react favorably to the marketing," says Mr. Downton, "a complete line of flavored vodkas and gins will be introduced by the Koreneff company, including various combinations of vegetable, herb and fruit flavors."

■ All three San Francisco newspapers and direct mail will be used for the introductory campaign and Mr. Downton said he hopes to achieve national distribution by late fall.

He obtains his "buffalo grass" from an herb company in New York.

Mr. Downton said he intends to select a San Francisco agency later, and is handling the account himself in the interim.

Although he refused to disclose the ad budget, he promises to "get away from the unimaginative, dull rubbish sold by idea hucksters as modern standards of advertising."

DECLARATION OF WAR
WAR is hereby declared on martinis and martini addicts!
I
So that the pernicious habit of martini (and gibson) indulgence cease immediately;
II
So that organization men and women may enjoy a spirituous drink conceived and prepared exclusively for them;
III
So that modern man may have a readily available status symbol to elevate him above the misery of mediocrity and,
IV
Inasmuch as the habit of martini imbibation is getting damn monotonous and fuddy duddies who insist on martinis are maliciously and wantonly hindering the evolutionary progress of the public's taste A STATE OF WAR hereby exists between the adherents of buffaloes (made by pouring Koreneff's vodka, flavored with buffalo grass on the rocks) and all martini subjects
BE IT KNOWN THAT
1. In accordance with Article I of the provisions of the Second Hague Conference, 1907, the sovereign rights of neutral forces (such as scotch, Irish whisky, rum and even bourbon) shall be respected.
2. In accordance with the precedence set by Article 23, Treaty between the United States and Prussia, 1828, noncombatant status is extended to teetotalers, discoverers, scientists, clergy, older women, electronic engineers, ordinary laborers and the press.
3. The articles of the Geneva Convention 1864 and 1929 shall be observed at all times.
4. In accordance with the Hague Convention, 1907, Laws and Customs of War on Land, Articles 23, 24, the enemy shall not be injured by acts involving perfidy or treachery and instruments which cause unnecessary suffering (such as free samples, subliminal propaganda, lobbying etc.) shall not be utilized.
5. Bearing the slogan "stamp out martinis with buffaloes" all buffalo supporters shall exercise every effort possible to conquer the enemy and all captured contraband (in accordance with the Declaration of Paris, Art. 3) shall be executed without trial by flushing.
6. The armies of buffalo adherents pledge themselves to a struggle until death against martini addicts and their allies until they are completely eliminated from this earth.
Buffaloes are made by pouring Koreneff's vodka on the rocks. A twist of lemon or lime, or the addition of an olive or onion is recommended. Koreneff's vodka, flavored with buffalo grass, is an excellent mixer to boot. It is especially delicious as a bloody mary, with tonic, bouillon or juices. The herbs in Koreneff's vodka give it an exceedingly subtle taste so for heaven's sake don't ruin it with vermouth.

WAR—*This flyer is being distributed by newsboys in San Francisco to declare "war" on martinis and martini addicts in promotion of the "buffalo"—a new drink which combines vodka and "buffalo grass." Lloyd Koreneff Downton, ex-Lennen & Newell account executive, is heading the operation, using Koreneff as the brand name for the new liquor.*

Screen Gems Names Krantz

Steve Krantz, formerly director of program development at Screen Gems, New York, tv film distributor, has been appointed general manager of Screen Gems (Canada), Toronto. Lloyd Burns, now vp in charge of international operations at Screen Gems, was formerly vp and general manager of the Canadian affiliate.

few papers, anywhere, cover their home city and trade area as completely and effectively as THE DENVER POST

one of America's Great Newspapers covering the nation's third fastest growing major market

Editor and Publisher: PALMER HOYT

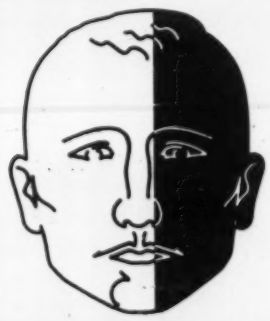
Represented Nationally by MOLONEY- REGAN & SCHMITT, INC.

CIRCULATION

Evening, except Saturday . . . 256,513
Sunday 338,263
Empire Magazine and Comics . 362,040

A. B. C. Publisher's Statement September 30, 1959

The Memphis Market has two ears



WDIA alone reaches the other one!

When planning your budget for the Memphis market, *remember* that 40% of the population is Negro—over 1,500,000 people, who earn more than a billion dollars a year! *Remember* that the only medium that effectively sells this big, rich market is Memphis' 50,000 watt Negro-programmed WDIA. Top rated for 10 years, WDIA is more than a radio station, it's an advertising force. No matter what other media you use, 40% of your Memphis area budget must go to WDIA or you miss nearly half of this rich market! Write today for complete details!

ARCHIE S. GRINALDS, JR., Sales Mgr.
BERT FERGUSON, Exec. Vice-Pres.
EGMONT SONDERLING, President
Represented by THE BOLLING CO.

WDIA
A SONDERLING STATION
MEMPHIS' ONLY 50,000 WATT STATION

OFF CAMERA with BRUCE SAUNDERS

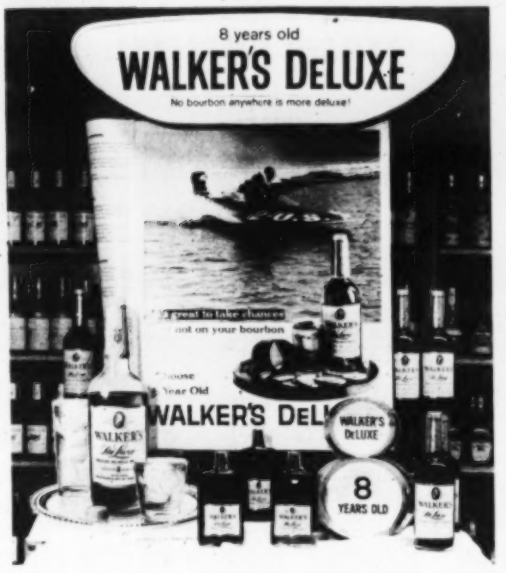
Every Saturday (4:30-6:00 P.M.) Bruce Saunders teams up with popular Joe Kelly on WSBT-TV's "Hoosier Favorite" program. This highly rated show is the teenage dancing party that parents love to watch. Now in its 6th year, "Hoosier" continues to deliver better than a 20 rating. Write for details.

This performer's view of the South Bend, Indiana, TV market: WSBT-TV doesn't have the TV homes of a New York or Los Angeles station, but then we don't charge as much. However, WSBT-TV does have dominance of the South Bend market. The February Nielsen shows WSBT-TV with 47% average share of sets in use, 17 hours a day, 7 days a week! And this in a 3-station market. In addition to dominance, WSBT-TV sells to a rich area . . . household incomes are near the $7000 mark! But get all the programming, marketing and coverage facts . . . write to this station or see your Raymer man.

WSBT-TV CBS TELEVISION NETWORK

SOUTH BEND, INDIANA • CHANNEL 22

Ask Paul H. Raymer • National Representative



HIRAM WINS—*This is one of three displays by Hiram Walker Inc. which won certificates of merit at the 18th Annual Exhibition of Printing in New York. The display centers about reproduction of magazine advertising currently being used by the company.*

IF 1½ MILLION IS A "MUST" MARKET SALT LAKE IS A MUST

1½ million prosperous prospects is a pretty healthy market to talk to no matter where you have to go to sell them. And 1½ million is exactly the size of the market reached and sold by Salt Lake's two metropolitan newspapers, The Salt Lake Tribune and the Deseret News and Telegram. While it's true that nearly ½ million reside in metropolitan Salt Lake itself, the four-state circulation of these two papers can open your door to the million more in the market. Join the long list of prominent prospectors who are finding this market a real gold mine — nearly $2 billion in retail sales annually.

NEWSPAPER AGENCY CORPORATION NAC

The Salt Lake Tribune (MORNING & SUNDAY)

DESERET NEWS AND Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network

Wesley Names Four

Wesley Associates, New York, has named Harold Breitner to the executive committee, James Hammon, copy supervisor on the Puritan Sportswear Corp. and Jaymar-Ruby accounts, Howard L. Brill as an administrative assistant on Puritan and Jaymar-Ruby and Robert L. Kohlberg to the traffic department. Mr. Breitner is vp and plans board chairman. Mr. Hammon formerly was with McCann-Erickson. Mr. Brill previously was with the Pennsylvania Railroad, and Mr. Kohlberg formerly was with Geyer, Morey, Madden & Ballard.

Comstock Uses Spot Radio

Comstock Foods, Newark, N. J., has launched a four-week spot radio schedule of minute announcements to promote its line of pie fillings in northern Ohio. Each week between Wednesday morning and Thursday noon, WHK, Cleveland, will run 36 announcements; and WERE, Cleveland; WSPD, Toledo, and WAKR, Akron, will each carry 25 spots. The spot radio effort follows a newspaper campaign recently completed in those markets. Gordon Best Co. is the agency for Comstock.

Cox Joins Cole & Weber

John R. Cox has joined Cole & Weber, Seattle, as an account executive. He formerly was advertising and sales promotion manager of Sidney Roofing & Paper Co., Burnaby, B. C.

Stapleford Adds Duties

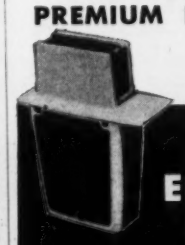
Fred H. Stapleford, business manager of the *Philadelphia Inquirer*, has been assigned the additional duties of supervisor of the daily's advertising and promotion departments.

T-L Promotes Bassindale

Tatham-Laird, Chicago, has promoted Robert Bassindale from copy group head to group creative supervisor.

SHARPEN YOUR PREMIUM PROGRAM!

the new BVI®



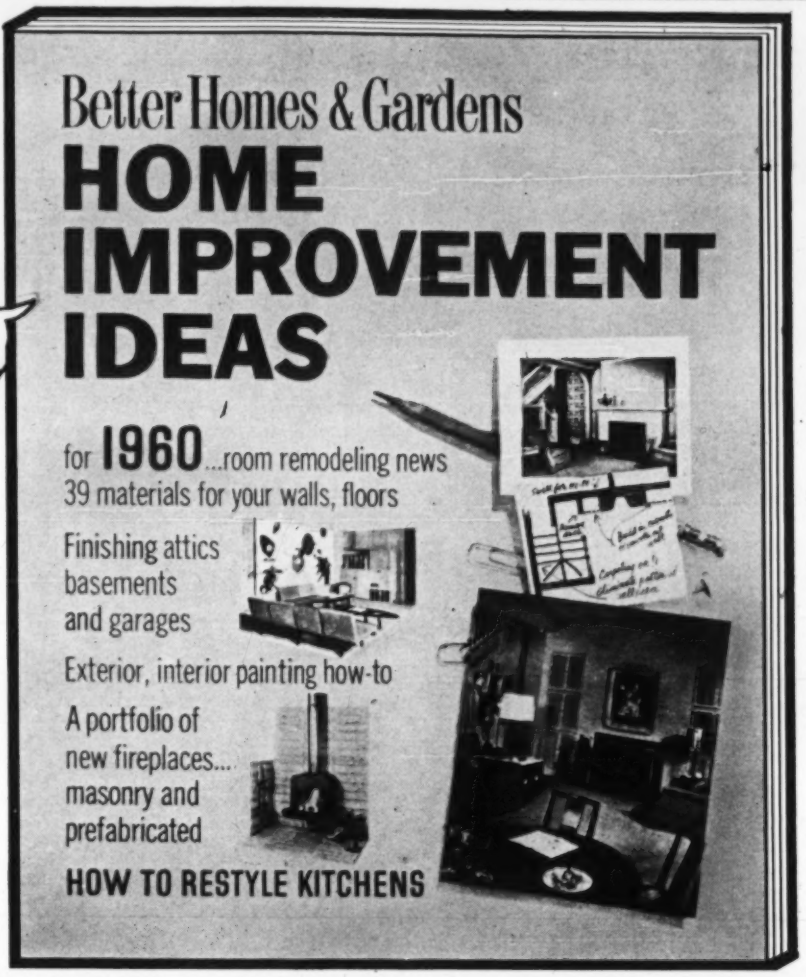
ELECTRIC HONE for fine knives

maintains keen edge on knives . . . low-priced . . . compact

For more details contact:

BURGESS VIBROCRAFTERS, INC.

Dept A-60 • Grayslake, Ill.

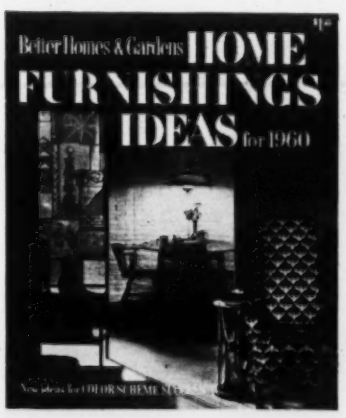

Better Homes & Gardens
HOME IMPROVEMENT IDEAS
for 1960 ...room remodeling news
39 materials for your walls, floors
Finishing attics basements and garages
Exterior, interior painting how-to
A portfolio of new fireplaces... masonry and prefabricated
HOW TO RESTYLE KITCHENS

NEXT ISSUE CLOSES JUNE 15, 1960
ON SALE AUGUST 18, 1960
RATE BASE 165,000

How to get more than you pay for when you buy an ad . . .

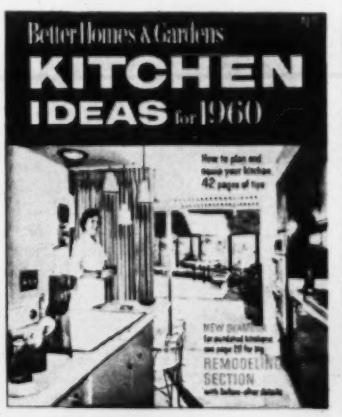
You get a bonus of 1000 free merchandising calls on top building material dealers when you advertise in any of BH&G's three building-related annuals (Home Improvement Ideas, Kitchen Ideas, Home Building Ideas). As each Idea Annual is released, seasoned sales representatives from National Plan Service, Inc. (a Meredith subsidiary), call on the country's most promotion-minded dealers. Presenting each dealer with a complimentary copy of the book, they point out the sales power of its editorial and advertising content.

You get more than you pay for when you advertise in *any* of Better Homes and Gardens' six Idea Annuals. Each specialized publication communicates directly and vividly to a truly *selective and productive* audience.



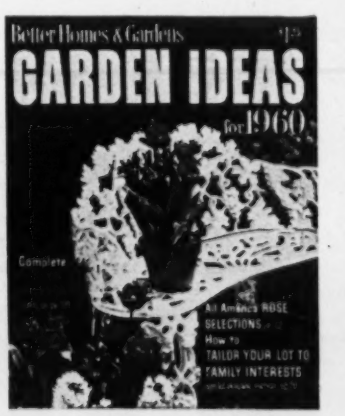
Closes: July 15, 1960
On Sale: September 20, 1960
Rate Base: 475,000

Closes: August 15, 1960
On Sale: October 20, 1960
Rate Base: 600,000



Closes: October 14, 1960
On Sale: December 20, 1960
Rate Base: 225,000

Closes: November 15, 1960
On Sale: January 20, 1961
Rate Base: 185,000



Closes: December 15, 1960
On Sale: February 18, 1961
Rate Base: 135,000

SIX SPECIALIZED SALES IMPROVERS FROM

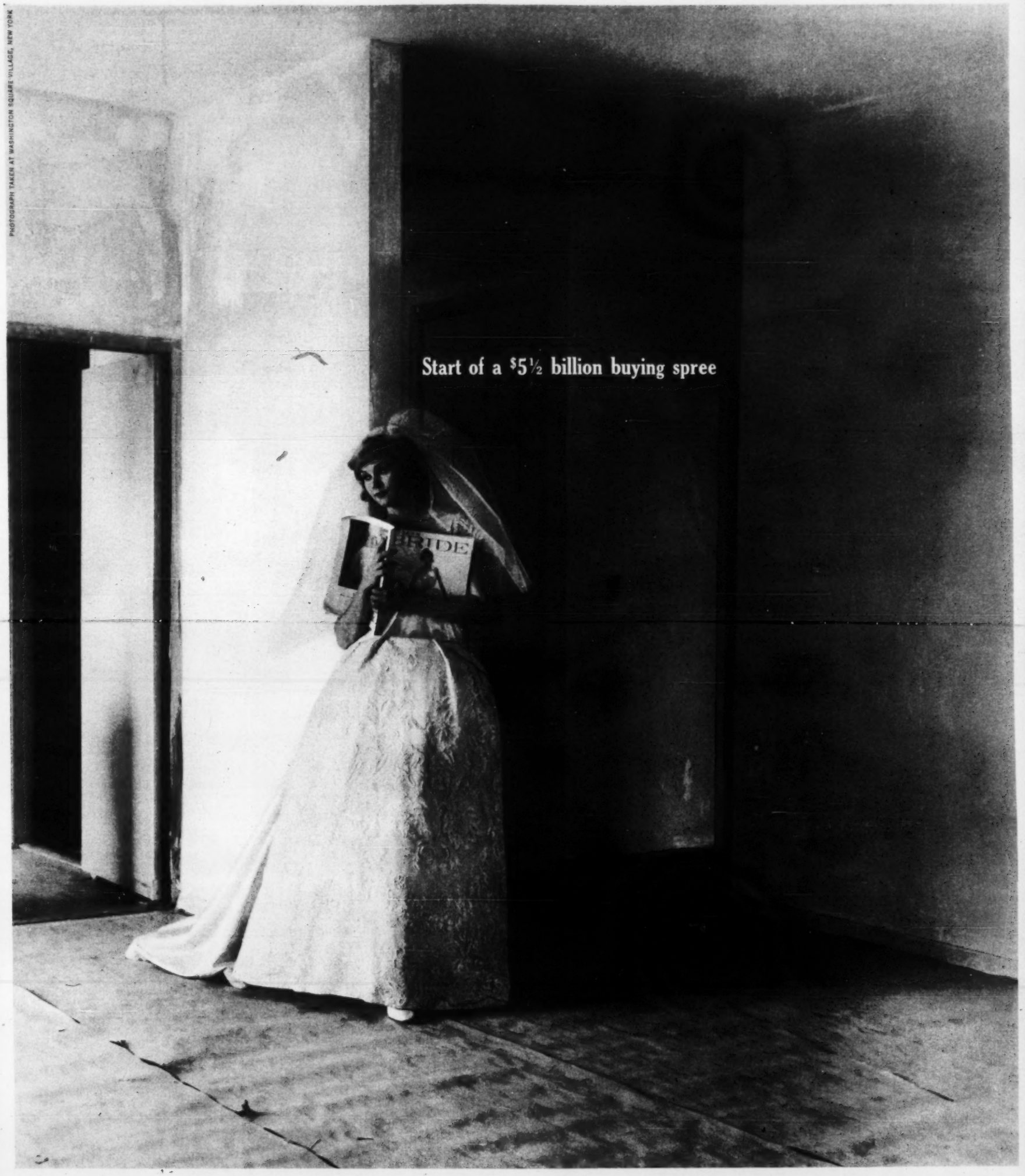
MEREDITH of DES MOINES . . .

. . . America's biggest publisher of ideas for today's living and tomorrow's plans

Major Advertising Account Changes, 1st Quarter, 1960

Account	To	From	Billings (Est.)
American Hardware Corp. (P&F Corbin division)	Wilson, Haight, Welch & Grover	Noyes & Co.	$ ———
American Meat Institute (trade advertising)	K. E. Shepard Advertising	L. G. Maison & Co.	100,000
Anheuser-Busch (Regal beer and ale)	J. M. Mathes Inc.	Tally Embry Inc.	500,000
Ansul Chemical Co.	Brad Sebstad Inc.	Brady Co.	100,000
Asphalt Institute	Compton Advertising	Marschalk & Pratt	———
B. T. Babbitt Inc. (all brands, Charles Antell line and An-Drue laboratories division)	Geyer, Morey, Madden & Ballard	Brown & Butcher	2,000,000-2,500, 000
Bantob Products Corp. (Vanguard cigaret)	Grey Advertising	H. W. Warden Associates	———
Hazel Bishop Inc.	Donahue & Coe	Raymond Spector Co.	2,000,000
Bulova Watch Co. (radios & stereophonic phonographs)	Sullivan, Stauffer, Colwell & Bayles	McCann-Erickson	———
'Business' Week'	———	Needham, Louis & Brorby	———
Butter-Nut Foods Co. (Thomas J. Webb Coffee Co.)	Tatham-Laird	Lilienfeld & Co.	200,000-250,000
Calvert Distillers (Lord Calvert)	Benton & Bowles	Cohen, Dowd & Aleshire	5,100,000
(Calvert Reserve and gin)	Benton & Bowles (effective May 20)	Grey Advertising	
Canadian Mink Breeders Assn.	J. Walter Thompson Co.	———	200,000
Catalina Inc. (men's division)	L. J. Globus & Associates	Grey Advertising	———
Chicago & North Western Railway Co.	Compton Advertising (effective May 1)	Caples Co.	100,000
Chrysler Corp. (Dodge car)	BBDO	Grant Advertising	17,000,000
(Dodge truck)	BBDO	Ross Roy Inc.	4,000,000
(DeSoto and Valiant cars)	N. W. Ayer & Son (All effective with 1961 model advertising)	BBDO	7,000,000
Chunky Chocolate Corp. (Chunky, Bit-O-Honey, Old Nick candy bars)	Doherty, Clifford, Steers & Shenfield Inc.	Grey Advertising Agency	400,000
Coopers Inc.	Tatham-Laird (effective July 1)	Henri, Hurst & McDonald	750,000
Curtiss-Wright Corp.	Compton Advertising	Adams & Keyes	500,000
Duquesne Light Co.	BBDO	No previous agency	500,000
Eagle Airways (Western Hemisphere account)	Keyes, Madden & Jones	Harry W. Graff	350,000
Ekco Products Co. (corporate and housewares program)	Doyle Dane Bernbach Inc.	Dancer-Fitzgerald-Sample	700,000
Elgin American Inc.	Garfield-Linn & Co.	** ———	500,000
Elgin Watch Co. (Canada)	Kenyon & Eckhardt	J. Walter Thompson Co.	———
Encyclopaedia Britannica	McCann-Erickson	Dancer-Fitzgerald-Sample	1,300,000
Esslinger Inc.	(effective June 1)	J. Cunningham Cox Agency	400,000
Fawcett Publications (True)	C. J. LaRoche & Co.	Brown & Butcher	
(Woman's Day)	C. J. LaRoche & Co.	Doyle Dane Bernbach Inc.	
(True Confessions, Motion Picture, Cavalier, Mechanix Illustrated, Fawcett's Men's Group, Detective Group and "How-To" books)	C. J. LaRoche & Co.	No previous agency	500,000
Fedders Corp. (Refrigeration appliance, and residential central air conditioning and heating divisions)	Hicks & Greist	D'Arcy Advertising Co.	———
General Electric Co. (Portable and console phono. acct.)	Young & Rubicam	Maxon Inc.	200,000
General Wine & Spirits Co. (Chivas Regal scotch & Chivas Regal Saulte scotch)	Young & Rubicam (effective mid-May)	Lynn Baker Inc.	600,000
Golden Point Drive-In System	Ray C. O'Keefe Advertising	M. M. Fisher Associates	200,000
Hat Corp. of America (Cavanagh hats)	Grey Advertising	BBDO	40,000
Jackson Brewing Co. (Jax beer)	Doherty, Clifford, Steers & Shenfield	Fitzgerald Advertising	———
Jewel Tea Co.	Earle Ludgin & Co.	North Advertising	250,000-500,000
Jones & Laughlin Steel Corp. (corporate and product advertising)	Palmer, Codella & Associates	Ketchum, MacLeod & Grove	1,000,000
Kessler-Hunter Distillers Co. (Gallagher & Burton whisky)	Warwick & Legler	Cohen, Dowd & Aleshire	———
Krueger Brewing Co. (Krueger's Ambassador beer, Krueger Cream ale and Krueger beer)	Ellington & Co.	Grey Advertising Agency	400,000
Landers, Frary & Clark	Grant Advertising	Goold & Tierney	Under 1,000,000
La Salle National Bank	MacFarland, Aveyard & Co.	Henri Hurst & McDonald	200,000
Lever Bros. Ltd. (English-language tv programs)	MacLaren Advertising Co.	J. Walter Thompson and Young & Rubicam	500,000
Marshall Field & Co. (national advertising)	McCann-Erickson	Fletcher Richards, Calkins & Holden	———
Mobil Oil Co. (General Petroleum portion)	Compton Advertising	Stromberger, LaVene & McKenzie	1,000,000
Music Corp. of America	Sudler & Hennessey	Gardner Advertising Co.	300,000
Myzon Laboratories	Henri, Hurst & McDonald	Arthur Meyerhoff Associates	100,000
Osrow Products	Gamut Inc.	Smith/Greenland	250,000
O'Keefe & Merritt Co.	Cunningham & Walsh	Hixson & Jorgensen	———
Oxo (Canada) Ltd.	J. Walter Thompson Co.	Stanfield, Johnson & Hill	200,000
Park & Tilford (Tintex)	Grey Advertising	Mogul Williams & Saylor	———
Penick & Ford Ltd.	Grant Advertising	BBDO	1,500,000
Petroleum Week	Van Brunt & Co.	Gebhardt & Reed	———
Pfaff International Corp.	Don Kemper Co.	Dancer-Fitzgerald-Sample	500,000
Pharma-Craft Co. (Coldene cold medicines and new product)	Papert, Koenig, Lois Inc.	J. Walter Thompson Co.	1,000,000
(Fresh deodorant, Ting athlete foot preparation)	Daniel & Charles	Cohen, Dowd & Aleshire	1,300,000
Procter & Gamble Co. of Canada (Camay toilet soap)	Leo Burnett Co. of Canada Ltd. (effective May 1)	F. H. Hayhurst Co. Ltd.	250,000
Puritron Corp. (Puritron air purifier)	Doyle Dane Bernbach Inc.	Maxwell Sackheim Inc.	———
Rainbow Crafts	Erwin Wasey, Ruthrauff & Ryan	Farson, Huff & Northlich	250,000
Rambler Dealers Assn. of Greater Boston	Harold Cabot & Co.	Harry M. Frost Co.	300,000
Raytheon Mfg. Co. (Industrial Components div.)	Fuller & Smith & Ross	Walter B. Snow & Staff	
(corporate & product advertising, Industrial Components div.)	Fuller & Smith & Ross	Donahue & Coe	
(recruitment advertising, Industrial components div.)	Fuller & Smith & Ross	Donahue & Coe James Thomas Chirurg Co., Hoag & Provandie	1,000,000
Reddi-Wip Corp. (Reddi-Wip, U.S.)	Kenyon & Eckhardt	North Advertising	500,000
Revlon Inc. (Love Pat, Moon Drops, Ultima cream & make-up, Sun Bath)	Grey Advertising Agency	C. J. LaRoche & Co.	4,500,000
(Top Brass, Hi & Dri)	Grey Advertising Agency	Mogul Williams & Saylor	
(Intimate fragrance, Baby Silicare)	Warwick & Legler	C. J. LaRoche & Co.	1,000,000
(Aquamarine fragrance, Satin Set)	Warwick & Legler	Mogul Williams & Saylor	
Richman Ice Cream Co.	Nemarow Advertising Agency	N. J. Cowan Advertising	100,000
Ronson Corp. (shaver and appliance division)	———	Grey Advertising	———
Royal Metal Mfg. Co. (trade and national consumer advertising for office, hospital, beauty, institutional, restaurant and industrial equipment)	Anderson & Cairns	William Hart Adler Inc.	250,000
Helena Rubinstein Ltd. (Canadian account)	Brooks Advertising	MacLaren Advertising Co.	200,000
Helena Rubinstein Inc. (Skin Dew, Deep Cleanser, Nudit face cream & Roll-Dry and all treatment items and deodorants)	L. W. Frohlich & Co.	Ogilvy, Benson & Mather	1,000,000
(Tree of Life line)	L. W. Frohlich & Co.	Hockaday Associates	
Salada-Shirriff-Horsey (medical advertising only for Junket Rennet powder and tablets)	Cortez F. Enloe	Noyes & Sproul	———
Salada-Shirriff-Horsey (Potato Plus, Junket Quick Fudge mix and new product)	Grey Advertising	H. W. Warden Associates	———
San Giorgio Macaroni Inc.	W. B. Doner & Co.	Arndt, Preston, Chapin, Lamb & Keen	600,000
Jos. Schlitz Brewing Co. (Old Milwaukee beer)	Gordon Best Co.	Grant Advertising	1,500,000
Joseph E. Seagram & Sons (Kessler whisky)	Warwick & Legler	Young & Rubicam	1,000,000
(Carstairs and Myers rum)	Doherty, Clifford, Steers & Shenfield	Cohen, Dowd & Aleshire	1,000,000
(Gallagher & Burton rum)	———	Cohen, Dowd & Aleshire	———
Southwestern Life Insurance Co.	Tracy-Locke Co.	Crook Advertising Agency	———
Sterling Forest Corp. (Sterling Forest Gardens & Sterling Forest Peat)	Wexton Co.	J. C. Bull Inc.	250,000
Stromberg-Carlson (commercial products and bulk of electronics division)	D'Arcy Advertising Co.	Rumrill Co.	———
S&W Fine Foods	Doyle Dane Bernbach Inc. (effective May 1)	Honig-Cooper & Harrington	500,000
Trans Canada Credit Corp.	Spitzer & Mills	R. C. Smith & Son	250,000-300,000
Trans World Airlines (int'l acct.)	Foote, Cone & Belding	Dolan, Ducker, Whitcombe & Stewart	850,000
Trifari, Krussman & Fishel (Trifari jewelry)	Rockmore Co.	Grant Advertising	300,000
Union Oil Co. of Cal. (broadcast account)	Young & Rubicam	Erwin Wasey, Ruthrauff & Ryan	3,000,000
United Aircraft Corp. (Hamilton Standard division)	Wilson, Haight, Welch & Grover	Chambers, Wiswell, Shattuck, Clifford & McMillan	———
Universal Match Corp. (Match and Armanent divisions)	D'Arcy Advertising Co.	Gaynor & Ducas	———
Vick Chemical Co. (Vicks cold tablets)	Sullivan, Stauffer, Colwell & Bayles	Ogilvy, Benson & Mather	1,000,000
Warner-Lambert Pharmaceutical Co. (Bromo-Seltzer)	BBDO	Warwick & Legler	2,500,000
Warner-Lambert Canada Ltd. (Listerine and Standard Laboratories, including Super Anahist)	Breithaupt Milson	F. H. Hayhurst & Co.	250,000
(Bromo Seltzer)	McKim Advertising	F. H. Hayhurst & Co.	250,000
Webcor Inc.	North Advertising	John W. Shaw Advertising	300,000
White Stag Mfg. Co. (women's division)	Ellington & Co. (effective Fall, 1960)	Doyle Dane Bernbach Inc.	225,000
Wilson & Co. (meat advertising)	Campbell-Mithun	Kenyon & Eckhardt	1,500,000
Wool Bureau	Hockaday Associates	J. Walter Thompson Co.	750,000

**—Elgin American had been without an agency for two years prior to naming Garfield-Linn. Before that time, Keyes, Madden & Jones handled the account.



The Modern Bride reader has a happy problem. She has an empty home to furnish fast. She has $5½ billion to spend in just a few short months. She's a serious shopper—a must-buy shopper. She's ready and willing to be sold by your ads in Modern Bride... a must-buy for you!

ZIFF DAVIS PUBLISHING COMPANY

MODERN BRIDE

434 South Wabash Ave., Chicago 5, Illinois, WAbash 2-4911. 9025 Wilshire Blvd., Beverly Hills, California, CRestview 4-0265. The Hal Winter Co., 7450 Ocean Terrace, Miami Beach, Florida, UNion 5-2661.

ZIFF-DAVIS PUBLISHING COMPANY, ONE PARK AVENUE, NEW YORK 16, N. Y. • OREGON 9-7200

A MOST UNEXPECTED SPONSOR

AMALGAMATED TRUST & SAVINGS BANK
111 SOUTH DEARBORN

2-340
710

CHICAGO, March 19 1960 No.

PAY TO THE ORDER OF Columbia Broadcasting Co $10.00

Ten and no/100 DOLLARS

MEMBER FEDERAL RESERVE SYSTEM

ACCOUNT NO.

George C Bent

FOR A MOST SPECTACULAR PROGRAM!

The check came in a letter saying: "I send it to you because I thought your coverage of Squaw Valley was superb. And I understand it cost you a pretty penny over and above any advertising income."

The letter was one of literally thousands reflecting the excitement and appreciation felt by 80 million Americans who watched the series of 14 programs on the CBS Television Network covering the 1960 Winter Olympic Games.

They came from all elements of the population—from some of the highest ranking government officials, one of whom described the broadcasts as "a spectacular job of detailed coverage"—as well as from farmers, teenagers, businessmen, and housewives. A Midwestern newspaper published an editorial headed "CBS deserves a gold medal."

It goes without saying that this remarkable surge of enthusiasm was especially gratifying to the *real* sponsor of the series—Renault, Inc.—which was able to demonstrate the quality of its automobiles to tremendous daily audiences. *(During the average minute that the 14 broadcasts were on the air they commanded the undivided attention of 20 million viewers. More people watched these broadcasts than the combined viewers of all other programs on the air at the same time.)*

Naturally this overwhelming response pleased us, too, since it set the stage for our exclusive coverage of the Summer Olympics next August and September against the magnificent backdrop of Rome. For 18 consecutive days you will see the world's foremost athletes competing in the historic Marathon and Pentathlon events, as well as in 32 other sports contests from boxing to yachting. It set the stage, too, for an advertiser to write a check making him a sponsor. In fact, we're expecting it.

CBS TELEVISION NETWORK

IMPACT

Big Size! Full Color! On the move where people shop! That's your message repeated day after day. That's the Transit King Size Poster. What other advertising medium combines so many elements of successful advertising? Ask us for facts about impact.

Mutual Transportation Advertising, Inc.

35 E. Wacker Drive, Chicago 500 Fifth Avenue, New York

Representing Transit Advertising in more than 250 major markets across the nation.

Ziff-Davis Lists Who's Who Among Magazine Distributors

Ziff-Davis Publishing Co., New York, has issued a 304-page volume, "Who's Who in Magazine Distribution." The hard cover directory—available at $17.50 from the company at 1 Park Ave.—gives a rundown on magazine distribution in three sections: A wholesale section, a national distribution section and a section on publishing companies and circulation executives.

In addition, the directory lists 119,000 retail sales outlets, including a breakdown on top magazine outlets.

Elfenbein Opens Offices

Harold L. Elfenbein has opened his own agency, Harold L. Elfenbein & Associates, with offices at 36 Grand Ave., Englewood, N. J. Mr. Elfenbein was formerly marketing and advertising manager of Parker-Kalon division, General American Transportation Corp., Clifton, N. J.

FTC Examiner Rips Blind Classified Ads

WASHINGTON, April 5—A Federal Trade Commission hearing examiner lashed out last week at "blind" help wanted ads in newspapers, in upholding a portion of a complaint against Northwest Schools and Soma Advertising Agency, Portland, Ore.

The examiner, Loren H. Laughlin, said the companies placed blind ads in help wanted columns of daily newspapers. Prospects who answered were approached by salesmen who tried to interest them in taking courses preparing them for careers with airlines.

Mr. Laughlin said "a blind ad is inherently deceptive in that it arouses curiosity without revealing to the reader the true author of the statement."

The examiner also proposed to order the companies to stop describing their salesmen as "registrars" or "field registrars." He said this high sounding title was deceptive.

Six other portions of FTC's complaint, dealing with promises of employment, would be dismissed under Mr. Laughlin's decision, which is subject to review on the appeal of the company or the commission staff. Mr. Laughlin said the school clearly is a substantial educational concern, and in no manner a fictitious or "fly-by-night" outfit.

The proposed order also applies to William A. and Allice L. Sawyer, who are principal shareholders of both Northwest and Soma. #

RCA Will Develop Electronics Complex in Southern Italy

Radio Corp. of America and the Italian state agency, Instituto per la Ricostruzione (IRI), will develop an electronics manufacturing complex in Southern Italy. The initial investment capital of $25,000,000 will be put up by the Italians. RCA will direct the project, drawing upon its services and facilities.

The RCA-IRI contract envisions the possibility of RCA purchasing all or part of the manufacturing network, which will include plants for the production of tubes, semiconductors and other electronic components. Meade Brunet, RCA vp and former managing director of RCA's international division, will go to Italy to direct the program. RCA currently licenses 45 Italian companies to manufacture its products. J. Walter Thompson Co., which has a Milan office, took over RCA's international advertising in January.

Young Names Carter; Adds 1

Kenneth A. Young Associates, Brookline, Mass., has named Sydney Carter, formerly with Temco Aircraft Corp., Dallas, public relations director. Young has been named to handle advertising for Dielectric Products Engineering Co., Raymond, Me., manufacturer of transmission lines and related components for the communications industry.

covers *the entire State of* **Nebraska*** *daily, better than any San Francisco paper covers the San Francisco metropolitan area.*

*A vital, growing market of 1.6 million people with $2.7 billion to spend.

maha World-Herald

Less than 5% duplication of circulation, morning and evening.

O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

ABC Audit—Daily: 247,665
Sunday: 260,511

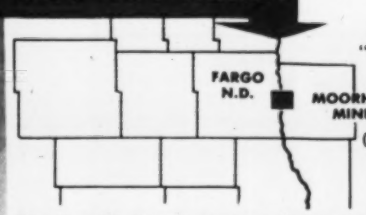
*Based on latest ABC Audit Reports and population figures from 1959 Sales Management Survey of Buying Power.

Selling the Southern Market--
YANKEE STYLE!

JEROME BEIGEL jb
ADVERTISING, INC.
Merchandising . Radio Television . Billboard
Exploitation . Point of Sales . Publicity
420 LINCOLN ROAD • MIAMI BEACH, FLORIDA

"You're concerned **with our corporate image? I'm** concerned with moving **three million** dollars **worth of** our stuff in distributors' **warehouses**—so we can get reorders this Spring. I want **the New York News** because it has a block of 2,200,000 exclusive readers, not reached by other New York dailies. And 65% of them are in over-$5,000 families, which is good enough for me."

cutting's fine . . . . . BUT NOT HERE!



2 STATES
2 COUNTIES
ONE
"METROPOLITAN"
MARKET!
(Largest between Minneapolis and Spokane.)

Don't split this important "metropolitan" market because of a state-river boundary! Only this technicality prevents the Fargo — Moorhead 2-county area from being listed as a "standard" metropolitan market. We live and buy as ONE big community, with 104,500 people in the 2-county area, 277,100 in the big retail trading zone. And The Forum-News delivers almost 100% coverage *where* you want it, compared with only 8% by any Minneapolis daily!

Represented by Kelly-Smith Company

THE FARGO FORUM
Moorhead News
Largest circulation in North Dakota and western Minnesota

'American Home' Offers Junior-Size Ad Unit

American Home, effective with its July, 1960, issue, will offer a junior-size advertising unit. Rates are based on $10,725 for a b&w unit.

Jennings Joins 'Executive'

L. H. C. Jennings, formerly manager of advertising and sales promotion of Hugh C. MacLean Publications Ltd., Toronto, has been appointed to the new position of business manager of *Executive*, a MacLean magazine.

Forbes to Million Markets

Albert G. Forbes has been appointed research director of Million Market Newspapers Inc., New York. He formerly was with Alfred Politz Research and Bennett-Chaikin.

Agency Bankrupt; Hoffman Also Files Personal Bankruptcy

NEW YORK, April 5—Edward N. Hoffman, former president of Hoffman-Manning Inc., has filed a personal bankruptcy petition in southern district court listing liabilities of $132,500 and no assets.

The Hoffman-Manning agency filed a Chapter 11 arrangement petition in September, 1957, reporting liabilities of $172,000 against assets of $50,000. In June, 1958, the agency was adjudged bankrupt and liquidation was ordered. Attorney for the debtor said last week that he was in the process of consolidating claims against the agency—a task which he said "may be finished" in about 60 days—but little hope was held for any general creditors to collect on their claims.

In the original Hoffman-Manning petition, the ten largest creditors included the *New York Times*, Columbia Broadcasting System, *Wall Street Journal*, *Business Week*, *Fortune*, *Long Island Press*, *New York Mirror*, WOR and *New York Herald Tribune*. The *Times*, with a bill for $14,000, was the largest creditor.

Mr. Hoffman's personal bankruptcy petition was filed March 25. Along with it was one by his wife, Lola, reporting liabilities of $81,738 and no assets. #

GF to Introduce Twist in Denver and Syracuse in May

The Perkins division of General Foods Corp., Chicago, will introduce Twist, an instant soft drink mix, in Denver and Syracuse early in May. Tested under the name, Pace, in Columbus, O., for about one year, the renamed product will add another flavor, lemon, to the orange, grape and cherry, and another size, a 14-oz. jar, to the original 7-oz. size.

Beginning in April, four-color ads will run in the comics sections of Sunday newspapers in Denver, Colorado Springs and Pueblo, Colo., and Syracuse, Binghamton, Elmira and Utica, N. Y. A heavy schedule of tv spots will break in Denver and Syracuse May 22 to run through October. A 10¢ introductory coupon will be mailed to two-thirds of the homes in these areas during the second week of June. Foote, Cone & Belding is the agency.

Budweiser to Run Special Baseball Ad in 'Sun-Times'

A four-page, spot-color liftout for Budweiser beer will run April 17 in *Sunday-Midwest*, the *Chicago Sun-Times*' roto section. The ad is designed to be folded into an eight-page booklet with 1960 schedules, rosters and team photos of the Chicago White Sox and Cubs. The *Sun-Times* is the only newspaper in the U.S. to receive local Budweiser copy for a section of this type for three consecutive years. A total of 250,000 reprints of the baseball guide will be distributed to taverns and package stores throughout the Chicago market. D'Arcy Advertising Co., St. Louis, is the agency.

NOW, FOR THE FIRST TIME, you can choose your brand new network show without taking a chance. All 39 spine-jolting episodes of "The Third Man", starring Michael Rennie, are completed . . . in the can. This means you, personally, can gauge the audience-holding power of any one of these half-hours—or all of them. You'll see proof positive. This is the show to thrill millions. Graham Greene's novel was a best seller. The feature-length movie was a world-wide box office smash . . . and this new TV version is the greatest of them all. You'll see how an extraordinary production expenditure of $2,000,000 has resulted in week-after-week peak quality programming. You'll be sure of your exact costs . . . no unforeseen production delays. You can audition not just a pilot but a whole year's chilling shows. Take advantage of NTA VP Berne Tabakin's unusual offer. Check one . . . check two . . . check several . . . check 'em all. You'll be making your first move in the TV game without a gamble!

9570 WILSHIRE BOULEVARD, BEVERLY HILLS, CALIFORNIA
10 COLUMBUS CIRCLE, NEW YORK, NEW YORK
A SUBSIDIARY OF NATIONAL THEATRES & TELEVISION, INC.

NTA

check any number from 1 to 39

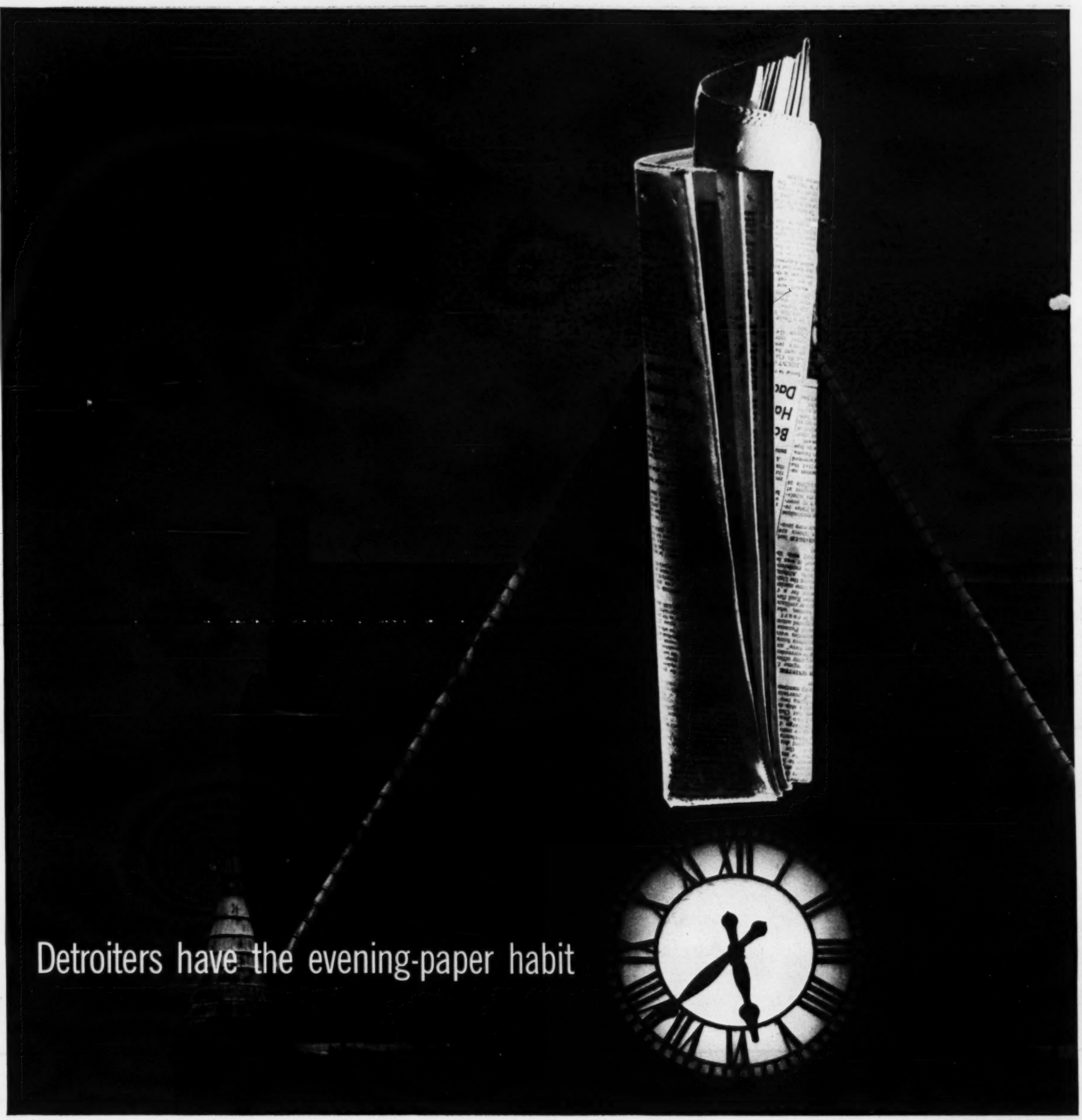
1 CONFESSIONS OF AN HONEST MAN
2 SPARKS FROM A DEAD FIRE
3 DEATH OF AN OVERLORD
4 THE HOLLYWOOD INCIDENT
5 A QUESTION OF PRICE
6 THE TROUBLE AT DRILL HILL
7 THE MAN WHO DIED TWICE
8 ANGRY YOUNG MAN
9 DARK ISLAND
10 THE GIRL WHO DIDN T KNOW
11 THE THIRD MEDALLION
12 CASTLE IN SPAIN
13 THE INDISPENSABLE MAN
14 LISTEN FOR THE SOUND OF A WITCH
15 A MAN TAKES A TRIP
16 A POCKETFUL OF SIN
17 HOW TO BUY A COUNTRY
18 AS THE TWIG IS BENT
19 BROKEN STRINGS
20 FIVE HOURS TO KILL
21 ONE KIND WORD
22 THREE DANCING TURTLES
23 THE BEST POLICY
24 AN OFFERING OF PEARLS
25 THE IMPORTANCE OF BEING HARRY LIME
26 BARCELONA PASSAGE
27 A COLLECTOR'S ITEM
28 DINNER IN PARIS
29 HIGH FINANCE
30 TOYS OF THE DEAD
31 THE MAN WITH TWO LEFT HANDS
32 THE MAN WHO WOULDN T TALK
33 A DEAL IN OILS
34 THE TENTH SYMPHONY
35 AN EXPERIMENT WITH MONEY
36 HARRY LIME AND THE KING
37 A BOX OF EYES
38 THE WIDOW WHO WASN T
39 DEATH IN SMALL INSTALLMENTS

NATIONAL CATHOLIC FAMILY MAGAZINE

"Actually the best mail order medium we have," says national advertiser.

JUNE ISSUE CLOSES APRIL 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176

St. Anthony MESSENGER



Total metropolitan household coverage of both evening papers: 70.5%

Any other combination comes to no more than 58.1%

Only with both Detroit evening papers do you get 70.5% of the metropolitan-area families—and at the lowest combination rate! Even more impressive: 234,333 families in the metropolitan area read the TIMES exclusively (130,889 more than Detroit's morning paper). And 83% of the metropolitan-area families who read the TIMES get home delivery! Clearly enough, selling potential customers through the TIMES is a habit worth cultivating.

KEEP YOUR EYE ON THE TIMES **Detroit Times**

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

This amazing little machine weighs only 6 pounds, slips into your briefcase or your desk drawer, yet does just about everything a big, heavy-duty office calculator does. It's the new Bohn Contex, the brainchild of top international designers who have created a full-fledged calculator light enough to carry anyplace, easy to use, workable anywhere, far less expensive and every bit as accurate as its cumbersome ancestors. It's only 10 inches long, 7 inches wide and 3¾ inches high, yet it adds, subtracts, multiplies *and divides*. No other hand-operated machine offers such speed. You can work it twice as fast as an electric adding machine. You can use it anywhere — executive office, accounting department, sales route, business trip, hotel room, plane, train, home . . . anywhere. It has *only* 10 keys, enters 10 figures, totals to 11 columns, includes an automatic decimal indicator. And it's so simple you learn to work it in minutes. Most remarkable of all is its price. Just $125.* You can actually buy 5 Bohn Contex Calculators for the price of one big office machine. Even if you figure only a few minutes a day, you can now have your own personal calculator always at your finger tips. See it, try it at any of 500 dealers. Here are a few. For more details or the name of the dealer nearest you, write to the Bohn Duplicator Company, 444 Park Avenue South, New York 16, N. Y.

*FEDERAL TAX $7.50; CARRYING CASE TO MATCH $12.50

BOHN CONTEX CALCULATOR

Atlanta, Ivan Allen; **Baltimore,** Lucas Brothers; **Boston,** Thorp & Martin; **Charlotte, N.C.,** Pound & Moore; **Chicago,** Horder's; **Cincinnati,** Pounsford's; **Cleveland,** Burrows Bros.; **Columbia, S.C.,** R L Bryan; **Denver,** Kistler's; **Detroit,** Gregory & Leonard; **Evansville, Ind.,** Smith & Butterfield; **Fort Worth,** Specialty Service; **Jacksonville,** Sanford-Hall; **Las Vegas,** Lee Office Equipment; **Los Angeles,** Office Machines, Inc.; Long Beach, California Calculator Co.; Pasadena, Office Automation; Sherman Oaks, Valley Stationers. **Memphis,** S.C. Toof; **Miami, Fla.,** Accurate Business Machines; **Milwaukee,** Rite-Type Co.; **Minneapolis,** Farnham's; **New Orleans,** Hanson-Flotte. **New York,** Abaco Office Machines, Alpha Typewriter & Adding Machine Co.; Mineola, L. I., D. Waldner Co.; **Oakland, Cal.,** Allied Paper Company; **Orlando,** George Stuart, **Philadelphia,** Pomerantz, **Pittsburgh,** Milton Wiener; **Portland, Ore.,** J. K. Gill; **Rochester, N.Y.,** Rochester Stationery; **St. Louis,** Von Soosten & Co.; **San Antonio,** Maverick-Clarke; **San Diego,** Nelson Business Machines; **San Francisco,** Schwabacher-Frey; **Seattle,** Lowman & Hanford; **Tucson, Ariz.,** Tucson Office Supply; **Washington, D. C.,** Ginn's, Stockett-Fiske.

When a good product and the right agency see eye to eye, the results are bound to be gratifying for both.

BOHN DUPLICATOR COMPANY 444 PARK AVENUE SOUTH NEW YORK 16 N Y OREGON 9 8100 CABLES BOHNCOR

March 3, 1960

Sudler & Hennessey
130 East 59th Street
New York, New York

Att: Mr. A. E. Sudler

Dear Art:

It is a great pleasure to tell you how pleased we are here at BDC with the Bohn Contex campaign that you have just started for us.

Even though the first insertions were made just thirty days ago, we shipped, during the month of February, the same quantity of machines we had set as an objective for the 6th month.

I don't know how an agency could do better than that, or how a client could be more elated than we are now.

Many members of your organization deserve credit and thanks for the results we have already seen, and it might be unfair to mention one name without mentioning all.

Nevertheless, I think I owe it to both Herb Lubalin and Ed Peck to tell you that for the first time in fifteen years of working with agency people, we have established the kind of cooperation and rapport that I had almost abandoned hope of ever achieving. They have understood our problems, perceived our objectives, and devised a campaign within our budget that is at the outset far ahead of schedule.

I don't know what more a client could ask. We are delighted, we are grateful, and we hope that all of you will remain an important part of our company as long as we have office machines to sell.

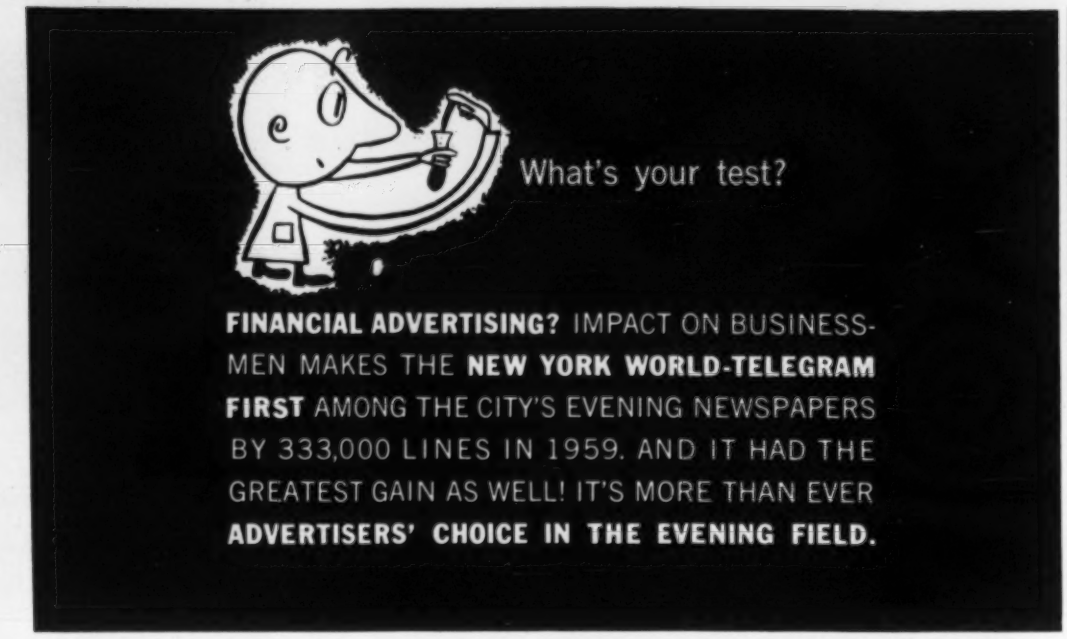
Sincerely yours,
BOHN DUPLICATOR COMPANY

Leon Bohn

LB/mp
cc-Mr. M. J. Hennessey
Mr. Herbert Lubalin
Mr. Ed Peck
Mr. Dick Eskilson
Mr. Bob Siegler

DIVISION OF

Why not let the Bohn Contex and Sudler & Hennessey solve your calculating and advertising problems?


What's your test?
FINANCIAL ADVERTISING? IMPACT ON BUSINESSMEN MAKES THE NEW YORK WORLD-TELEGRAM FIRST AMONG THE CITY'S EVENING NEWSPAPERS BY 333,000 LINES IN 1959. AND IT HAD THE GREATEST GAIN AS WELL! IT'S MORE THAN EVER ADVERTISERS' CHOICE IN THE EVENING FIELD.

Goodyear Sets Institutional Drive in 'Fortune,' 'SEP'

Goodyear Tire & Rubber Co. will use *Fortune* and *The Saturday Evening Post* for an institutional campaign showing that "lots of good things come from Goodyear." Color spreads boosting products like tires, flooring, fire hoses and defense and aviation products are running in the April 9 issue of the *Post* and May issue of *Fortune*.

The campaign, via Kudner Agency, is scheduled to run intermittently for the balance of the year.

Canvass Awning Sets Push

Canvass Awning Institute, Memphis, will run two-color half-page ads in the April, May and June issues of *Sunset Magazine* as part of a campaign to promote the new colors and finishes developed by textile chemists for canvas awnings. The *Sunset* ads will emphasize the fashion-rightness of fabric awnings for a cool, enjoyable summer in the out-of-doors. Ads are also scheduled for *House Beautiful* and *House & Garden*.

Trade Stamp Savers Now 77% of Families, Up 10%, Study Finds

NEW YORK, April 5—About 77% of American families now save trading stamps, according to Benson & Benson, Princeton, N. J. research company, which recently completed a nationwide study.

The 77% is a 10% increase over the number of families who saved stamps in 1958, according to Dr. Eugene Beem, an economist for Sperry & Hutchinson Co., trading stamp company, who revealed the results of the study.

Contrary to the opinion that upper income housewives are indifferent to trading stamps is the finding that 74% of families earning more than $7,000 a year save the stamps. This proportion is greater than is the share of savers among families earning less than $3,000 annually, which was reported as 71%, the study reported.

The largest percentage of savers is found among average or middle income families, Dr. Beem said. The study also revealed (1) that homemakers with three or four children are the most enthusiastic savers and (2) that women like stamps better than men do. #

AB-PT Reports Record Income

American Broadcasting-Paramount Theaters, New York, reported a record total income of $287,957,000 for 1959, ahead of the $244,821,000 recorded for 1958. Net operating earnings after taxes rose to $7,967,000 last year, an increase of 49% over the $5,344,000 reported in 1958. The 1959 fiscal year consisted of 52 weeks, while fiscal 1958 was comprised of 53 weeks. The ABC division, consisting of the tv and radio networks and owned stations, reported record income of $172,469,000 for 1959, compared with $136,967,000 the previous year.

'McCall's' Names Eight Judges

McCall's has appointed eight agency executives to be judges for its annual advertising awards panel. They are Stephens Dietz, Kenyon & Eckhardt; Edward Calhoun, Cunningham & Walsh; Austin Johnson, Benton & Bowles; Robert Haag, Kastor, Hilton, Chesley, Clifford & Atherton; Daniel O'Meara, Sullivan, Stauffer, Colwell & Bayles; Edward Van Horn, Smith, Hagel & Knudsen; Herbert Roberts, Batten, Barton, Durstine & Osborn, and Ira Sturtevant, Foote, Cone & Belding.

Kane Names Davidson, Adds 1

Robert B. Kane Advertising, New York, has been appointed to handle advertising for *Plumbing & Heating Business*, New York. Richard La Fond Advertising formerly handled the account. Kane has named John S. Davidson, formerly with Kelly Nason Inc., general manager, a new post.

'Presbyterian Life' Expands

Presbyterian Life will open a Chicago advertising sales office April 12 at 8 S. Dearborn St. Richard P. Hohmann, western manager, will head the new office.

"Doctor, can I interest you in our new ophthalmoscope?"

TO AVOID DISTRACTION . . .

Sell the Doctor When His Mind is on Medicine

Tell your sales story in MODERN MEDICINE which captures the concentrated attention of the busiest medical practitioners in the U.S.—in a mood to buy, prescribe, or recommend. This is the only publication to give doctors complete, concise, current reviews of the most important developments in diagnosis and treatment from all over the world.

Sell the Doctor when his mind is on medicine . . . in

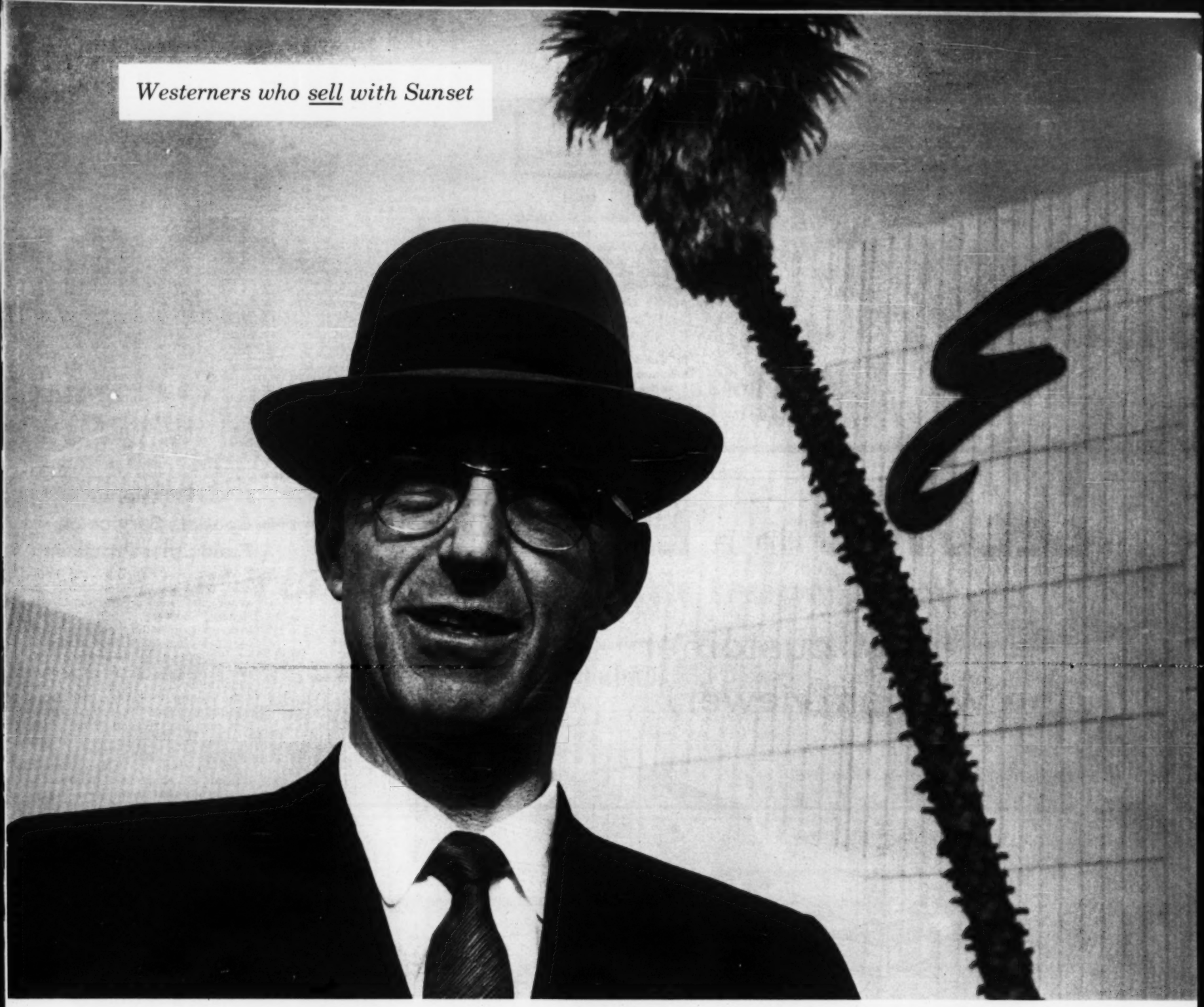
MODERN MEDICINE

84 South 10th Street, Minneapolis 3, Minnesota

NBP Minneapolis • Chicago • New York • San Francisco • Los Angeles • In Canada: Modern Medicine of Canada, Médecine Moderne du Canada • In Great Britain: Modern Medicine of Great Britain • In Australia: Modern Medicine of Australia BPA

Jackmeyer
ONE COMPLETE SOURCE FOR
TAGS and LABELS
Dynamically designed by specialists to attract, identify and spark more sales for your products. Whether it's Foil, Fabric, Vinyl, Mylar, Paper or Board, Pressure-Sensitive or Heat Seal, Jackmeyer does the whole job with speed and economy from creative design to finished product.
Call WAtkins 4-0285 or write Dept. AA.
JACKMEYER CORP. 253 W 26th St N Y 1, N Y

Westerners who sell with Sunset



MR. HIRSCHLER KNOWS WESTERN RETAILING

(and Sunset's effect thereon)

Frederic Hirschler is a lifetime retailer. The company he joined 35 years ago, and now heads as president, is The Emporium Capwell Company, Northern California's largest department store chain. Its 21 million transactions last year accounted for sales in excess of $108 million.

The Emporium (known as The Big "E") and Sunset have been working together since 1932, when they pioneered in offering Sunset subscriptions to The Emporium's charge account customers. Today, 82 leading department stores and their branches in the West and Hawaii cooperate with Sunset in this manner.

In 1933, the first complete Sunset Model Home was constructed inside the big downtown Emporium in San Francisco. And each year since 1950 The Big "E" has featured a Sunset-Emporium Storewide Promotion: "As advertised in SUNSET and sold at THE EMPORIUM."

The Emporium and Capwell's have kept well ahead of the suburban population boom, with six new suburban stores opened since 1952. These, too, have helped to increase Sunset's circulation, and to extend the distribution of Sunset advertised products throughout the region.

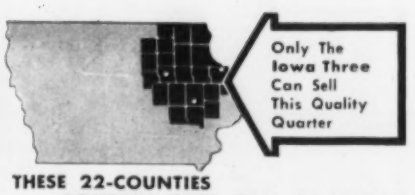
Mr. Hirschler refers to Sunset as "exceptional" because Sunset articles and advertising stimulate such immediate response in retail buying. Naturally, he likes to see the company's suppliers advertise their products in Sunset, knowing that Sunset reaches buyers who respond to new ideas for Western living.

This is because, as one advertising man puts it, "Sunset's *deep reach* 'opens the pores' of its readers, makes them receptive to ideas presented by Sunset advertisers." This same *deep reach* can work for you—in the West's *own* magazine of Western living.

Mr. Hirschler and Display Manager Robert Cain discuss plans for a Sunset-Emporium Storewide Promotion to be held at all Big "E" stores in May.

THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA



THESE 22-COUNTIES CONTAIN OVER 25% OF IOWA'S
• *population* • *households* • *retail sales* • *Consumer Spendable Income*

The Iowa Three reaches 62% of the households in the Quarter daily . . . The Des Moines Register & Tribune reaches 18%. Want more proof? Call a rep today.

THE IOWA THREE

The Cedar Rapids Gazette
Dubuque Telegraph-Herald
Waterloo Daily Courier

Represented by: Allen-Klapp Co. Jann & Kelley, Inc. Story, Brooks & Finley

Earnings of Advertisers

1959 Fiscal Year

Company	Sales 1959	Sales 1958	Earnings 1959	Earnings 1958	Earnings per Share 1959	Earnings per Share 1958
Admiral Corp.	$ 199,605,609	$ 170,777,126	$ 4,108,450	$ 1,375,017	$1.71	$ .57
Bell & Howell Co.	61,261,148	59,014,500	3,460,798	3,009,367	1.33	1.20
Braniff Airways Inc.	74,258,230	69,637,219	2,513,381	2,973,799	.85	1.01
Chesapeake & Ohio R.R.	357,219,617	362,139,698	45,687,246	51,703,654	5.60	6.36
Con. Electrodynamics Corp.	43,883,924	—[1]	1,444,036	—[1]	1.35	—[1]
Crown Cork & Seal Co.	123,191,000	116,348,000	2,643,000	1,937,000	—[1]	—[1]
Edison Brothers Stores	124,087,292	109,119,591	4,786,429	3,628,128	5.19	3.90
Max Factor & Co.	53,229,406	45,071,419	3,725,126	2,802,467	1.76	1.32
General Motors Corp.	11,233,057,000	9,521,966,000	873,100,000	633,628,000	3.06	2.22
Kaiser Steel Corp.	201,939,000	181,179,000	7,401,000	5,422,000	3.26	.76
James Lees & Sons Co.	83,802,000	68,120,000	5,696,000	3,805,000	6.07	4.02
Lucky Stores Inc.	178,689,888	141,512,741	2,847,542	2,478,864	1.48	1.43
Magnavox Co.	90,624,000	82,592,000	3,361,000	2,623,000	3.02	2.50
Mead Corp.	323,631,479	256,244,183	13,511,170	10,690,879	2.66	2.30
Mirro Aluminum Co.	40,869,000	37,535,000	1,852,000	2,464,000	1.78	2.37
Natl. Dairy Prod. Corp.	1,605,724,922	1,548,385,892	49,362,084	45,456,287	3.51	3.27
Parke, Davis & Co.	132,767,111	120,856,186	30,960,700	28,040,851	2.09	1.89
J. C. Penney Co.	1,437,489,356	1,409,972,649	51,523,734	46,876,831	6.26	5.69
Pet Milk Co.	190,267,000	184,602,000	3,574,000	—[1]	3.53	—[1]
Pullman Inc.	406,870,010	371,728,569	13,542,752	8,454,190	5.87	3.63
Gamble-Skogmo Inc.	143,123,142	119,821,596	6,209,905	4,395,446	2.27	1.56
Standard Oil Co. of Cal.	1,909,063,646	1,902,448,360	253,599,061	257,758,819	4.01	4.08
State Mutual Life Assurance Co.	129,752,271	118,219,704	2,513,443	4,798,623	—[1]	—[1]
Universal Match Corp.	72,294,586	43,944,318	4,872,602	2,117,143	3.01	1.31
Warner-Lambert Co.	190,659,694	176,958,127	16,408,505	15,033,572	3.06	2.82

[1]—Not reported.
[2]—Loss.

ELECTED in a LANDSLIDE

by your best customer (the woman viewer)

NIELSEN*
45.7% share of Women Viewers
*Nov. thru Dec. 1959
9 AM to 5 PM

WJBK-TV	45.7%
Station A	24.8%
Station B	18.9%
Station C	10.6%

Call KATZ for the complete "Tabulation of Women Viewers"

The 1960 Presidential race understandably is a major topic of conversation in Detroit as elsewhere. But in daytime television in Detroit, women viewers already have voted overwhelmingly for WJBK-TV. According to Nielsen's two-month figures, it's Channel 2 almost 2 to 1 over the closest competitor, with proportionately lower cost per thousand.

in DETROIT you know where you're going with WJBK-TV

A STORER STATION • CBS • CHANNEL 2

FTC Hits Globe Readers Service on Field Sales Practices

WASHINGTON, April 5—The Federal Trade Commission issued an order last week requiring Globe Readers Service, Michigan City, Ind., to stop selling subscriptions for (1) unauthorized magazines, (2) refusing to make refunds and (3) requiring customers to accept substitutes.

In issuing the order, the commission reversed a hearing examiner, who had ruled last May that Globe was innocent of such practices.

An opinion by Commissioner William C. Kern said the record establishes that there were many instances where solicitors sold subscriptions for magazines which were not on their authorized lists. Instead of refunding money, he said, Globe sent all customers a "selection letter" . . . "for the sole purpose of obtaining a substitute subscription from the authorized list."

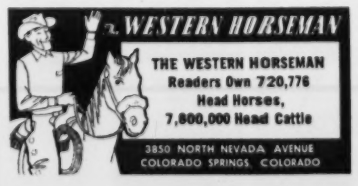
"In our view," he commented, "these facts establish a method of doing business whereby respondents refused to refund customers' money and thus required the selection of a substitute magazine within the intent and meaning of the complaint." #

Gamut Adds Two Accounts

Gamut Advertising, Garden City, N. Y., has been appointed to handle a special April promotion for Stamford Fidelity Bank & Trust Co., Stamford, Conn. A newspaper campaign will offer garden, cook and home repair books and hand tools to those opening new savings accounts or renting safe deposit boxes. Gorden Feeley Advertising, New Canaan, handles the bank's regular campaign. Gamut also has been named to handle advertising for First Federal Savings & Loan Assn., Kingston, N. J., formerly Home-Seekers' Savings & Loan Assn.

Wilson Promotes Miller

Wilson Sporting Goods Co., River Grove, Ill., has named Marion H. Miller, formerly in the promotion department of the company's Kansas City division, to the new position of public relations director.



FORT WORTH, TEXAS Feb 15. 1960 NO. 1

THE BANK OF FORT WORTH

PAY TO THE ORDER OF *National Advertisers* $ 1.093.684.000.00

One Billion, Ninety three million, Six hundred eighty four thousand and no/100 DOLLARS

Fort Worth Consumers

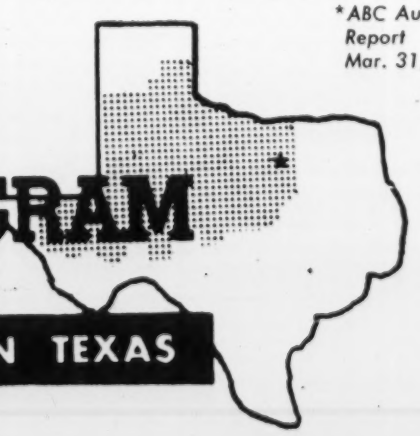
Get Your Share of Metropolitan Fort Worth's $Billion(+) Effective Buying Income

PERIOD	TOTAL (add 000)	OVER PREVIOUS YEAR
1950	604,109	
1951	615,413	11,304
1952	715,807	100,394
1953	791,119	75,312
1954	819,294	28,175
1955	844,333	25,039
1956	941,061	96,728
1957	995,626	54,565
1958	1,093,684	98,058
Increase from 1950-58	489,575	81%

SOURCE: SALES MANAGEMENT

From 1950 through 1958, Effective Buying Income in Fort Worth increased a whopping 81%, attesting to the rapidly expanding industrialization of the area. Fort Worth's Effective Buying Income now ranks 43rd in the nation. Yes, people in Fort Worth have the money—and the WILL—to buy! All you need do is ASK them to buy in the pages of the Fort Worth Star-Telegram. The Star-Telegram will see that your message gets into 250,323 homes daily (M & E)* and 220,105 homes on Sunday*. The ONLY newspaper that THOROUGHLY covers Fort Worth (86.5% Daily—65% Sunday) and gives you a bonus coverage of 99 other rich West Texas counties! In Fort Worth and West Texas, ask them to buy . . . through the pages of the Fort Worth Star-Telegram!

*ABC Audit Report Mar. 31, 1959



FORT WORTH STAR-TELEGRAM

Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"

Here Is Proof Positive . . .

The PRESS again proved its strength as a **one-paper medium** in 1959, with 12,773,598 lines — an increase of 802,159 lines over 1958.*

*Media Records for 1959

Only the PRESS gives you adequate coverage of this rich and expanding three county (Atlantic-Cape May-Cumberland) — three phase (Industry-Agriculture-Recreation) Southern New Jersey Market.

Atlantic City Press

Southern New Jersey's "Good Morning" Newspaper

Rolland L. Adams, *President* Scolaro, Meeker & Scott, Inc., *National Representatives*

National Launches Color Drive

National Distillers Products Co., New York, launched a four-color r.o.p. newspaper campaign for Old Taylor 86 bourbon in the first week of April in 24 markets. Using four-color 30-sheet posters, an outdoor campaign in 18 major markets will also kick off in April. Kudner Agency, New York, is handling the campaign.

Fladell/Harris Adds Two

Fladell/Harris Co., newly formed New York agency, has been named to handle advertising for Argenta Products Co., Jersey City, and Bachelor Party Tours, New York, organizer of travel tours for single men and women.

'Bakers Review' Moves

The midwestern office of *Bakers Review* has been moved from Chicago to 1025 Harlem Ave., Glenview, Ill.

Pacific Ocean Park Sets Pre-Season Ads

SANTA MONICA, April 5—Pacific Ocean Park launched a three-week, pre-season promotion April 4 to push for attendance during Easter week. The park will open for all of Easter week, then only on weekends until school is out in June, when it will be open every day.

The brief campaign will be directed primarily to teen agers. Maximum-size ads are running from one to five times in 40 high school, junior college and college newspapers during this week. In a number of instances, according to Tom Shea, of Fuller & Smith & Ross, frequency and size of the basic four-column, 15" ad was cut by school authorities, who felt they dominated the school publications.

Five metropolitan dailies in Los Angeles and Long Beach will carry two large-space ads apiece, followed by six small-space insertions, run three at a time, spread through the newspapers. A schedule of 30 outlying newspapers also are carrying one ad a week, and 500 radio spots will be aired on six Los Angeles stations.

■ All media will spotlight a new price policy: all rides and attractions will be free after payment of admission—$1.50 for adults, $1.25 for juniors; $1 for children. =

AFA Adds 21 Members

The Advertising Federation of America has elected 21 new members. They are Wunderman, Ricotta & Kline, G. M. Basford Co., Juhl Advertising, Harold Walter Clark Inc., C. N. Snead Advertising, Ted Bates & Co., Cramer-Krasselt Co., Donald L. Arends Inc., S. C. Johnson & Son, Peter Hand Brewery Co., Frank G. Shattuck, Grocery Store Products Co., International Latex Corp., Celanese Plastics Co., Outdoor Advertising Inc., Theatre-Screen Advertising Bureau, Miller Publishing Co., Fawcett Publications, Colorado Broadcasting Assn., WMAL-TV, Washington, and the *Waterville Morning Sentinel.*

N. Y. Bill to Control False Ads Dies in Committee

Legislation that would give the New York attorney general injunctive release against misleading advertising is dead for this session. Heavy opposition, which protested that present powers are adequate to handle the situation led legislative leaders to keep the bill in committee. It was strongly opposed by the New York State Publishers Assn.

Attorney General, Louis J. Lefkowitz had asked the power as part of his drive to protect consumers.

Devane Clarke Buys KXLR

Devane Clarke and a group of associates have purchased KXLR, Little Rock radio station. They plan to obtain their limit of seven radio stations and later plan to purchase television stations. Mr. Clarke, chairman of the board and account executive at Clarke, Dunagan & Huffhines, Dallas, became inactive in the agency the first of the year. He will remain on the board of directors.

Baker/Johnson Adds Three

Baker/Johnson & Dickinson, Milwaukee, has added three men to its staff: Norman E. Kangas, previously account manager for Waldie & Briggs, Chicago, and David C. Garrett, formerly account executive at the Brady Co., Appleton, Wis., both account executives, and Jack Dummann, from the production department of Cramer-Krasselt Co., Milwaukee, production manager.

How the television receiver works,

including a gratuitous comment about evolution

Electronic bumps run down a flat lead-in made of two parallel wires, after having been plucked from thin air by the business end (not to be confused with the editorial, or reflector, end) of a prehensile antenna finger generally wrapped around a chimney. In strong signal areas the bumps crawl thru the walls and the finger may be dispensed with.

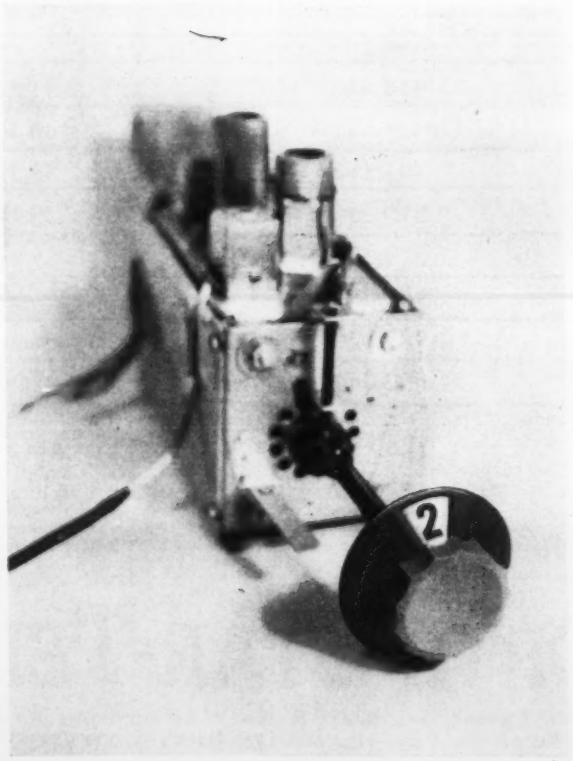
The tuner ("front end" to us *au couranteurs*) accepts the hash of plucked signals, selects a channel with the help of a person ("human being"), who applies a kind of discriminatory judgment that makes it all worth while (in Eastern Iowa at least). The tuner's larynx makes smorgasbord out of the hash, selecting and amplifying the picture and sound seeds which come wrapped in the same bump, or hull. The tuner IFs the RF into the IF and video amplifiers.

A video detector (not to be confused with Mike Hammer) detects the video and separates the men from the boys and the picture from the sounds. The men are shunted to ground, the picture bumps go into more video amplifiers (the picture bump getting bigger and bigger), the boys and the sound bumps go thru the audio section where the frequency-modulated signal bump is amplified, demodulated, deboyed, amplified, and engaged to be married, after which it goes into the loud speaker and there you are.

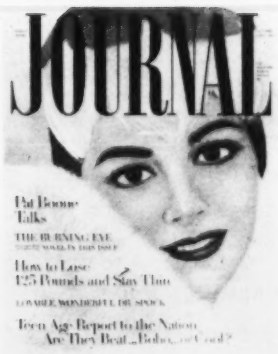
Back to the video bump. The AGC circuit and assorted video amplifiers send the picture seeds on to the CRT (not to be confused with the IRT, or you'll end up in Far Rockaway), where it gets synced, swept (sweeped?), high voltaged, yoked, scanned, and investigated by the ASPCA.

Various controls are scattered around the outside of a set. These knobs, screws and dinguses are there for one purpose: twisting. Without them a reasonably curious set owner would have to resort to baton twirling when a picture started rolling, which would be bad for the psyche and the furniture.

Well, that's about it. In Eastern Iowa, evolution may be observed at work: Because WMT-TV (Channel 2) (CBS television for Eastern Iowa) is number one in share of audience in all time periods from 9 a.m. until sign-off Sunday thru Saturday (no matter what survey service you subscribe to), most channel selectors of the front ends of sets in the area have atrophied. The Katz Agency, our national reps, has additional anthropological and technical data.



The Curtis Publishing Company
is pleased to announce that
Ladies' Home Journal
March issue reached a circulation of
*6,428,000.**
This is a further demonstration of
the Journal's continuing leadership.
Taken with the six million-plus
circulations of January and
February, it gives the Journal
the highest first quarter
in its history.



JANUARY, 1960—6,155,000*

FEBRUARY, 1960—6,213,000*

MARCH, 1960—6,428,000*

*PUBLISHER'S ESTIMATE

A CURTIS PUBLICATION

Just the facts, man

WJIM-TV has 49 out of the top 50 highest rated shows!

✶ Lansing Nielsen, Feb., 1960

COVERING THE NATION'S 37TH MARKET

WJIM-TV

Strategically located to exclusively serve
LANSING.... FLINT.... JACKSON

Basic CBS

Chicago 4A's Council Elects Alex T. Franz Chairman

The Chicago Council of the American Assn. of Advertising Agencies has elected Alex T. Franz, president of Alex T. Franz Inc., chairman. Other officers are Robert H. Brinkerhoff, vp of Young & Rubicam, vice-chairman, and William C. Edwards, vp of D'Arcy Advertising Co., secretary-treasurer.

Governors elected are William H. Adler, William Hart Adler Inc.; William C. Lyddan, Campbell-Mithun; Chester L. Posey, McCann-Erickson; Robert Ross, Arthur Meyerhoff & Associates; John V. Sandberg, J. Walter Thompson Co., and Arthur W. Schultz, Foote, Cone & Belding.

Agency Publishes Brochure

Kastor, Hilton, Chesley, Clifford & Atherton, New York, has published an illustrated brochure outlining its history and growth, titled, "In Pursuit of the Activating Factor!"

TV Ad Viewer Wants 'Information, Not Lures,' Jones Says

CLEVELAND, April 5—"It is not advertising as such that raises wrath, but advertising on television," Merle S. Jones, head of the CBS-TV stations division, asserted here last week as he challenged the tv and advertising business to improve television's ad techniques.

"Advertising on the medium [tv] was a victim of its own success," Mr. Jones told the Cleveland Advertising Club. "It didn't have to be good or original or distinguished to be powerful, because the medium itself was so powerful.

"Advertising just did not have time to find out how to use the medium most effectively. . . For the video part of television advertising, there were heavy borrowings from the print media and also from the old motion picture trailers. For the audio part the chief broker was radio, which lent its whole bag of tricks," he said.

■ Mr. Jones said that the offspring of the shotgun wedding between the art and radio departments of ad agencies "left something to be desired. And that is where we are today. Advertising on television is just not so good, so imaginative, so resourceful, so informative as it ought to be."

Mr. Jones predicted that the 1960's will bring great qualitative improvement in tv advertising. He continued:

"This is a matter of doing nothing more, in my judgment, than getting the most out of television advertising. This we have not been doing. For example, it is not at all certain that the unprecedented capacity of television to convey information has been even remotely tapped. Television is by far the closest thing there is to having a consumer in a store, at the point of purchase where he is interested not in lures but in information. Is it not perhaps as ineffectual to throw a pitch at him on television—and as much resented—as for a salesman to try to brainwash him in a store. If we have the attention of an audience—to a degree rare in other media—isn't it possible that we must approach the customer in a lower key—or at least a different key?" #

Macfadden Reports 1959 Gross Revenue, Earnings Rise

Macfadden Publications, New York, has reported gross revenue of $18,125,913 in 1959, as against a 1958 gross of $17,194,354. Net earnings for the year were $739,105, compared with 1958 net earnings of $616,089.

In his report to stockholders, President Irving S. Manheimer said that while the company's profits increased in the face of higher costs, "net results would have been better had it not been for the steel strike." These effects, he said, are "carrying over to the first quarter of 1960." He noted, however, that net earnings of the company had increased from $104,229 in 1950 to $739,105 in 1959.

Sterling Drug Sets Records

Sterling Drug Inc., New York, reports the best sales and earnings in its history for 1959. Sales, including consolidated subsidiaries, were up 5.8% for a record $209,247,000, and net profit was up almost 10%, to $20,990,226.

F&S&R Adds Boston Office

Fuller & Smith & Ross has opened a New England service office, sharing quarters with Ingalls Associates, 137 Newbury St., Boston. In charge is Charles A. Farrington, formerly a vp at Ingalls.

MOTOROLA PROMOTION scores with Wilson

Here's Otto Graham, "Mr. Football," building store traffic for a local Motorola dealer. Graham is a member of the famed Wilson Advisory Staff.

Graham scores points at the point of sale. Wilson promotions are planned right down to the dealer showroom.

A good promotion needs more than a good incentive to make it pay off in sales and profits. You need complete planning—imaginative incentives—eye-catching showmanship. Only Wilson, with the best known and most accepted name in sports, gives you all three. Our premium experts can put the Wilson Advisory Staff on your team—names like Sam Snead, Otto Graham, Ted Williams.

Fill out the coupon. Find out how Wilson can give you a real boost to your next promotion.

Sales Win With Wilson

NPSE MEMBER

WILSON SPORTING GOODS CO., CHICAGO
(A subsidiary of Wilson & Co., Inc.)

PREMIUM DEPT. B WILSON SPORTING GOODS CO., 2233 West Street, River Grove, Illinois

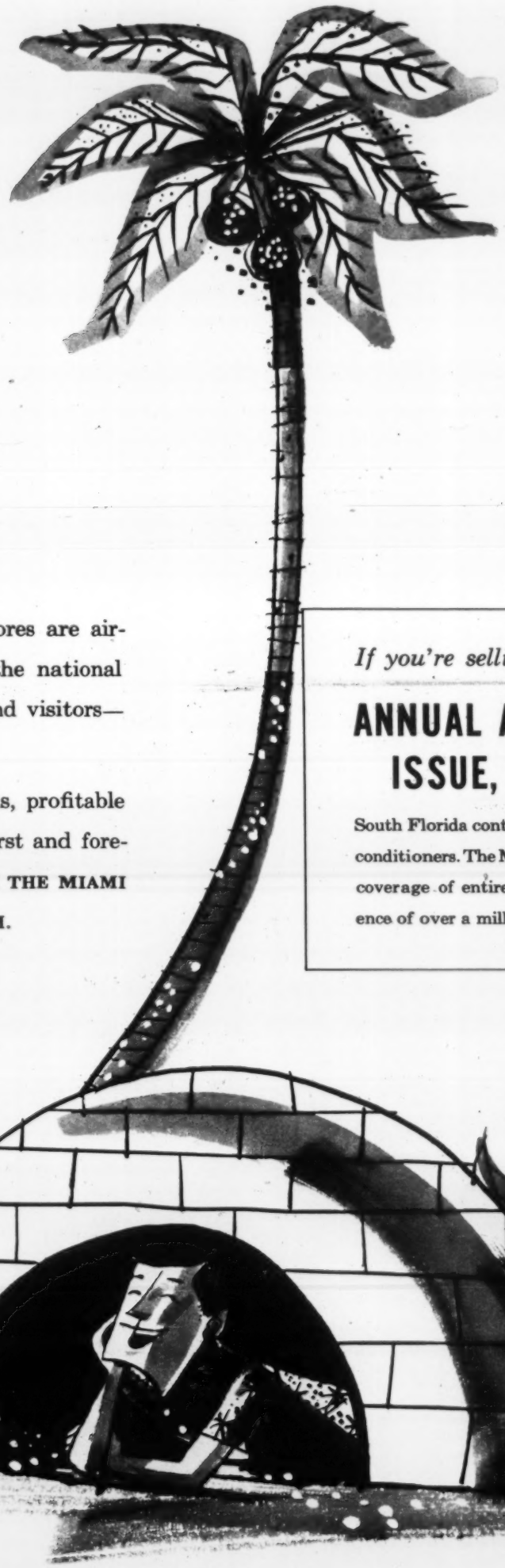
I'd like to know more about the promotion possibilities of Wilson equipment and Wilson Advisory Staff.

NAME_____

COMPANY_____ POSITION_____

STREET_____ CITY_____ STATE_____

summer sales are cool, man, cool



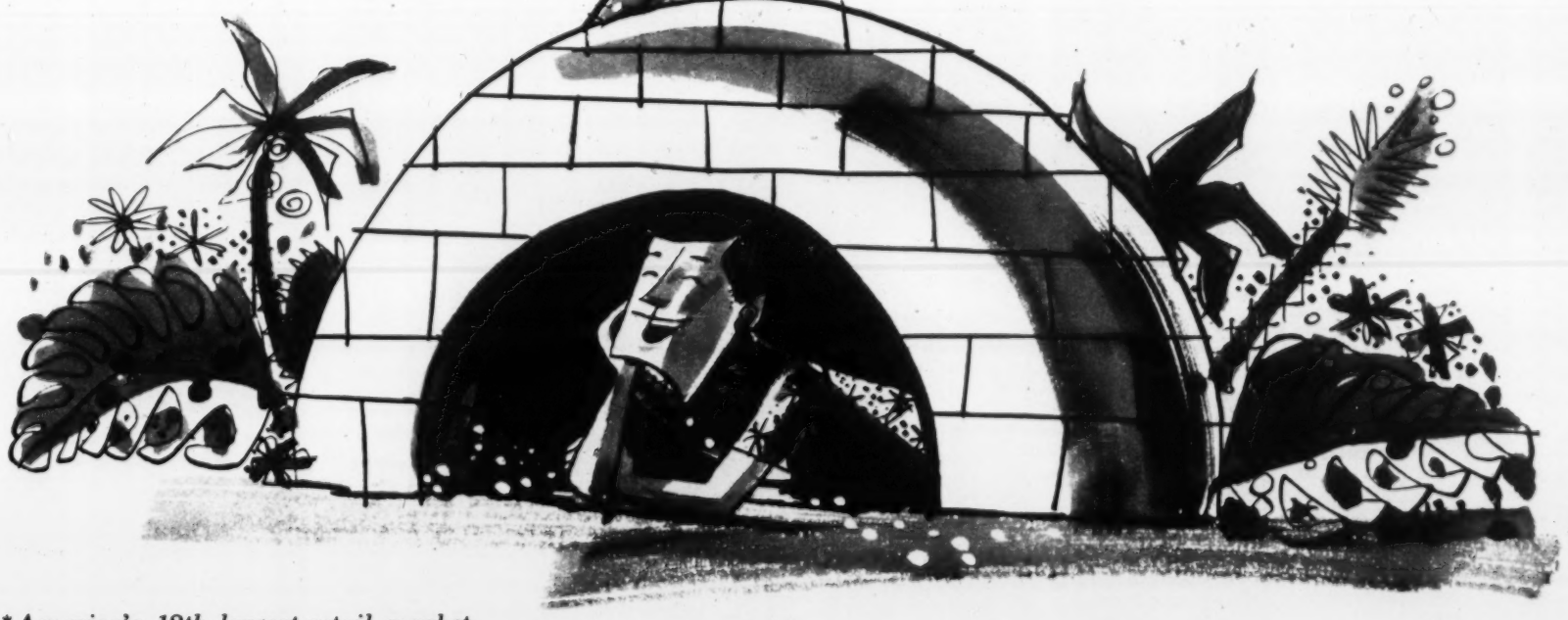
No igloos in Miami, but homes and stores are air-conditioned — three times more than the national average. It's real comfy for residents and visitors—and rising summer sales show it.

Year-round, South Florida is a populous, profitable market* for whatever you advertise. First and foremost it's a **NEWSPAPER MARKET**... and **THE MIAMI HERALD** is the **TOTAL SELLING MEDIUM.**

If you're selling cooling equipment...

ANNUAL AIR-CONDITIONING ISSUE, SUNDAY, JUNE 5

South Florida continues to set new records in sales of air conditioners. The Miami Herald gives low-cost one-paper coverage of entire South Florida...a responsive audience of over a million readers. Reserve your space now.



**America's 12th largest retail market*

The Miami Herald

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

1960 Ad Readership Study Schedules

Max Berking Inc., 50 E. 42nd St., New York, compiled the complete schedule of advertising readership studies planned for 1960 which appears—with permission—on this sheet. So far as AA knows, this is only the second time a complete tabulation of all planned ad readership studies of general and farm magazines, newspapers and business papers has been put together in one place, for easy reference; last year Berking organization compiled a similar study (AA, Feb. 16, '59).

READERSHIP STUDY CODE
- AG — Ad-Gage (Penton)
- EM — Reader Reaction (Elect. Mnfg.)
- JF — John T. Fosdick Readership Report
- GR — Gallup & Robinson Impact Studies
- MA — Media/Audience Measurements Inc.
- MS — Mills Shepard Readership Studies
- RA — Reader Action (Conover-Mast)
- RF — Reader Feedback (McGraw-Hill)
- RR — Reader Recall (Hayden)
- RS — Readerscope
- RX — Readex Reader Interest Reports
- ST — Starch Readership Reports

Publication	Type of Study	Issues to Be Studied
BUSINESS MAGAZINES		
Adhesives Age	(MS)	April, October
American Builder	(MS)	Every other month, beginning in January
American City	(ST)	February, May, September & November
American Druggist	(RX)	1/25, 2/22, 3/21, 4/4 & 18, 5/16 6/27, 7/25, 8/22, 9/19, 10/17, 11/28, 12/26
American Machinist	(RF)	2/8, 3/21, 4/18, 5/2, 7/25, 9/5
American Motel	(RX)	Every month, beginning in January
American Pressman	(RX)	February, March, April, May & June
American Restaurant	(RX)	12 or more, to be announced
Appliance Manufacturer	(AG)†	February, May & July
Applied Hydraulics & Pneum.	(RX)	February, March, May, July, September and October
Automation	(ST)	February, May, August & November
Aviation Week	(RF)	All issues in January, April & July
Bakers Weekly	(RX)	Every other month, beginning in January
Baking Industry	(RX)	1/23, 4/30. 5/28, 6/25, 7/23, 8/20, 11/26, 12/24
Better Bldg. Main.	(RX)	Every month, beginning in January
Boat & Motor Dealer	(RX)	March, May & October
Building Products	(ST)	February, April & September
Business/Commercial Aviation	(RA)	May
Chemical Engineering	(ST)	1/11 & 25, 4/4 & 18, 7/11 & 25, 10/7 & 31
Chemical Week	(RF)	2/20, 3/5, 5/14, 6/18, 8/27 & 11/26
Coal Age	(RF)	January, February, April & May
Commercial Car Journal	(ST)	February, April, May, July, September & November
Concrete Products	(RX)	Every other month, beginning in February
Construction Equipment	(ST)	February, March, June & July
Construction Methods & Equip.	(RX)	Every issue, beginning in January
Contractors & Engineers	(JF)	January, March, June & October
Consumer Packaging	(ST)†	January, April, July & October
Control Engineering	(RF)	January, February, April, July, October & November
Distribution Age	(ST)	April & October
Electric Light & Power	(ST)†	1/15, 6/15, 8/1, 10/1
Electrical Manufacturing	(EM)	January, March, April, June, August & November
Electrical Const. & Main.	(RF)	January, February, March, August, September & October
Electrical West	(RS)	To be announced
Electrical World	(MS)	1/18 & 25, 2/15 & 22, 3/21 & 28, 4/18 & 25, 5/16 & 23, 7/4 & 11, 8/15 & 22, 9/19 & 26, 10/31, 11/7, 12/5 & 12
Electrified Industry	(MS)	March, April, June, July, October & November
Electronic Design	(RR)	1/6, 2/3 & 17, 3/30, 5/11, 6/22, 7/20, 8/31, 9/28, 10/12, 11/9 & 23, 12/21
Electronic Industries	(ST)	January, March, April, July, October & December
Electronics	(RF)	2/12 & 26, 3/18, 4/1, 5/20, 6/3, 10/14, 11/25
Engineering & Mining Journal	(RF)	January, April, May & August
Engineering News-Record	(RF)	1/14, 2/18, 3/3, rest of schedule to be announced
Fleet Owner	(MS)	April, May & June
Food Engineering	(RF)	January, April & May
Food Merchandising	(ST)	January, May & October
Foundry	(AG)	Jan., Feb., April, July, Sept. & Oct.
Hospital Management	(RX)	Every issue, beginning in January
Industrial Marketing	(ST)	February, April, May, September, October & November
Industria	(RX)	January, February, March, April, May & June
Instruments & Control Systems	(JF)	April & August
Iron Age	(MS)	1/21, 2/11, 3/31, 4/21, 5/19, 6/30, 7/21, 8/4, 9/29, 10/20, 11/10, 12/1
Jobber Topics	(RX)	Every issue beginning in January
Machine Design	(ST)	1/7, 2/18, 3/17 & 31, 4/28, 5/26, 6/9, 7/7, 8/18, 9/15 & 29, 11/10, 12/22
" "	(AG)	1/21, 2/4, 3/3 & 17, 4/14 & 28, 5/12, 6/23, 7/21, 8/4 & 18, 9/1, 10/13 & 27, 11/24, 12/8 & 22
Machinery	(ST)	February, March, April, May, June, September, October & December
Mach. & Tool Blue Book	(ST)	January, March, June & October
Marine Engineering/Log	(MS)	February, 5/31, August & October
Material Handling Eng.	(MS)	February, March, May, July, September & October
Mill & Factory	(MS)	January, February*, April, May*, June & September
Military Systems Design	(JF)	March & July
Missiles & Rockets	(MS)	1/25, 3/14, 4/25, 8/29, 10/31, 12/5
Modern Concrete	(AG)†	March, May, August & October
Modern Medicine	(RX)	Every issue beginning in January
Modern Railroads	(ST)†	February, March, May, June, September & October
Motor Age	(ST)	January, April, July & October
National Petroleum News	(RF)	February, July & November
Oil & Gas Journal	(ST)†	2/1, 5/9, 8/1, 11/7
Overview	(RX)	Every issue, beginning in January
Petroleum Week	(MS)	1/22, 3/4, 4/8, 6/17, 7/8, 8/19, 10/21, 12/2
Pit & Quarry	(AG)	January, April, June & September
Plant Engineering	(ST)	April, July & October
Power	(ST)	Every issue, beginning in January
Printers' Ink	(MS)	1/29, 3/4, 5/6, 7/29, 9/16, 10/28
Proceedings of the I.R.E.	(JF)	January, February, April, May, August & September
Product Engineering	(RF)	1/25, 2/15, 3/28, 4/18, 5/30, 6/20, 7/11, 8/29, 9/29, 11/21
Progressive Architecture	(ST)	January, April, May, June, September & October
Purchasing	(ST)	1/18*, 2/29, 3/28*, 4/11, 5/9*, 6/20, 7/18*, 8/29, 9/26*, 10/10, 11/7*, 12/19
Purchasing Week	(RF)	1/4, 2/8, 3/14, 4/18, one issue per month, beginning in May
Railway Age	(MS)	1/18, 3/21, 5/30, 7/11, 9/19, 10/31
Rock Products	(RF)	March, April & June
Rubber Age	(MS)	January & July
Space/Aeronautics	(ST)	February, March, May, June, August & September
" "	(RA)	January, March, April, July & September
Space/Aeronautics R&D Handbook	(RA)	Annual published in mid-year
Steel	(ST)	1/11, 2/15 & 29, 3/21, 4/4, 5/9 & 23, 6/13, 7/25, 8/8, 9/12 & 26, 10/17, 11/17 & 28, 12/19
Super Service Station	(MS)	February, May, July & October
Textile Industries	(AG)	April & June
Textile World	(RF)	February, March, May, June, July, August, October, November & December
Tool Engineer	(JF)†	January, April, July, September
Tooling & Production	(ST)†	January, March, April, June, September & October
Volume Feeding Mgmnt.	(ST)	January, March, April, August, September & November
Western Architect & Engr.	(RS)	Schedule to be announced

*Including Conover-Mast Reader Action study

Publication	Type of Study	Issues to Be Studied
GENERAL AND FARM MAGAZINES		
American Home	(ST)	Every issue, beginning in January
American Legion	(ST)	Every issue, beginning in January
American Weekly	(ST)	Every issue, beginning in January
Better Homes & Gardens	(ST)	February, March, April, June, September, October & November
Boys' Life	(ST)	April, September & November
Business Week	(ST)	Every issue, beginning in January
Coronet	(ST)	Every issue, beginning in January
Ebony	(ST)	Every issue, beginning in January
Everywoman's Family Circle	(ST)	Every issue, beginning in January
Family Weekly	(ST)	1/10, 2/7, 3/6, 4/3, 5/22, 6/5, 7/10, 8/7, 9/11, 10/2, 11/6, 12/4
The Farmer	(RX) Men	1/16, every issue beginning in February
" "	Wmn.	2/20, 3/5, 8/20, 10/15, two more to be announced
Farm Journal	(ST)	Jan., Feb., March, April, May & June
Field & Stream	(ST)	April & October
Flying	(ST)	February, June, September & October
Forbes	(RX)	1/1, 3/1, 5/1, 7/1, 9/1, 11/1
Glamour	(ST)	April & September
Good Housekeeping	(ST)	Every issue, beginning in January
High Fidelity	(ST)	February, May, September & December
Ladies' Home Journal	(ST)	Every issue, beginning in January
Life	(ST)	Every issue, beginning in January
"	(GR)	1/25, 2/8 & 15, 3/7 & 21, 4/11 & 25, 5/2 & 16, 7/11, 8/8, 9/5 & 19, 10/10 & 24, 11/7 & 21, 12/5
Look	(ST)	2/16, 3/15, 4/12, 5/10, 6/21, 9/27, 10/25, 11/22
McCall's	(ST)	Every issue, beginning in January
"	(GR)	February, March, April, May, June, September, October, November & December
Metro Sunday Comics	(ST)	Every issue, beginning in January
Motor Trend	(ST)	January & September
Newsweek	(ST)	Eight selected studies
New Yorker	(ST)	2/20 & 27, 3/5 & 12, 9/10 & 17 & 24, 10/1
Parade	(ST)	Every issue, beginning in January
Parents' Magazine	(ST)	March, May, June, Sept., Oct. & Nov.
Playboy	(ST)	May, September & December
Popular Boating	(ST)	February, June, September & November
Popular Mechanics	(ST)	April, June, October & November
Prairie Farmer	(ST)	2/6 & 9/17
Puck—The Comic Weekly	(ST)	Every issue, beginning in January
Reader's Digest	(ST)	Every issue, beginning in January
" "	(GR)	Feb., April, May, June, Oct. & Nov.
Redbook	(ST)	March, May, September & October
Saturday Evening Post	(ST)	Every issue, beginning in January
" " "	(GR)	2/6 & 27, 3/12, 4/2 & 16; 5/7 & 21, 6/11, 8/13, 9/10, 10/1 & 15, 11/12 & 26, 12/3 & 10
Seventeen	(ST)	Every issue, beginning in January
Sports Cars Illustrated	(ST)	February, July, October & December
Sunday	(ST)	Every issue, beginning in January
This Week Magazine	(ST)	Every issue, beginning in January
Time	(ST)	Every issue, beginning in January
True Story	(ST)	Every issue, beginning in January
TV Guide	(ST)	1/16, 2/27, 3/19, 4/2, 5/28, 6/25, 9/17, 10/1
Wallaces Farmer	(ST)	3/5 & 10/15
Wisconsin Agriculturist	(ST)	2/20 & 11/5
Woman's Day	(ST)	Every issue, beginning in January
NEWSPAPERS		
Boston Traveler	(ST)	2/4, 3/3, 4/7, 5/5, 6/2, 9/8, 10/6, 11/3
Chicago Daily News	(ST)	3/15 & 11/17
Chicago Tribune	(ST)	4/5 & 10/14
Los Angeles Examiner	(MA)	1/26 & 7/12
Los Angeles Times	(MA)	4/5 & 11/1
New York Mirror	(ST)	3/24 & 10/27
New York News	(ST)	3/10 & 11/17
New York World Telegram & Sun	(ST)	4/21 & 10/13
Philadelphia Inquirer	(ST)	1/28, 2/25, 3/24, 4/28, 5/26, 6/23, 7/28, 8/25, 9/29, 10/27, 11/17, 12/8
San Francisco Examiner	(MA)	3/15, 6/7, 9/13
San Francisco Chronicle	(MA)	5/10, 8/2, 10/4

† *These magazines also use Eastman Editorial Evaluation Research. Eastman reports do not rate individual advertisements and are not available to advertisers, but these studies deserve special note since they represent an effective effort to improve and maintain editorial readership. Other Eastman clients as of Jan. 1: American Journal of Nursing; Architectural Record; Chemical & Engrg. News; Design News; GP (Amer. Acad. of Gen. Pract.); Indus. & Engrg. Chemistry; Industrial Packaging; Jobber Product News; Jrnl. of Plumbing, Htng. & Air Cond.; The Lutheran; Maryknoll, The Field Afar; Mechanical Engineering; Metal Progress; Modern Beauty Shop; Motor; Plumbing-Heating Air Cond. Whslr.; Public Works; Pulp & Paper; Purchasing News; SAE Journal; Steel Horizons; Transportation Supply News; Variety Store Merchandiser.*

How To Get More Customers in the Electronic Original Equipment Market

(One of a Series)

Tell your story to more people. Tell your story to the right people—electronic design engineers. Tell them how your product works, where they can use it, how it will help them. Give them the data they need to specify. How? Through your advertising. Advertising that sells. Where? In the magazine that is read by the same people you're trying to reach. In the magazine that reaches the same market you're trying to sell. The magazine? ELECTRONIC DESIGN.

More than a magazine
. . . *a selling force.*

another 1st for remarkable ROCKFORD

For the month of January, Media Records shows that the ROCKFORD MORNING STAR led all Illinois dailies in ROP retail color linage:

Rockford Morning Star	45,150 Lines*
Chicago Tribune	44,710 Lines
Chicago Sun-Times	27,800 Lines
Chicago Daily News	17,249 Lines
Peoria Journal-Star	15,908 Lines
Chicago's American	8,665 Lines

*That's five-day linage too, against six-day figures elsewhere. (The Morning Star is not published Monday morning.)

ALL THE MORE REASON, YOUR NEWSPAPER SCHEDULE SHOULD INCLUDE . . .

ROCKFORD MORNING STAR
Rockford Register-Republic

Top 100 Outdoor Advertisers in '59

National Accounts

Compiled by Outdoor Advertising Inc.

1.	General Motors Corp.	$9,834,053	
2.	Ford Motor Co.	5,439,939	
3.	Anheuser-Busch, Inc.	4,456,105	
4.	Shell Oil Co.	3,282,063	
5.	Standard Oil of Indiana	2,897,718	
6.	Wrigley, Wm. Jr., Co.	2,388,389	
7.	Coca-Cola Co., The	2,377,961	
8.	House of Seagrams	2,189,167	
9.	National Distillers & Chemical Corp.	1,977,563	
10.	Schlitz Brewing Co.	1,913,614	
11.	Hamm Brewing Co.	1,614,353	
12.	Falstaff Brewing Co.	1,523,636	
13.	American Tobacco Co.	1,514,343	
14.	Esso Standard Oil of New Jersey	1,508,102	
15.	General Tire & Rubber Co.	1,422,633	
16.	Lucky Lager Brewing Co.	1,398,224	
17.	Kellogg Co.	1,374,304	
18.	Affiliated Distillers Brand Corp.	1,366,158	
19.	Studebaker-Packard Corp.	1,328,300	
20.	Chrysler Corp.	1,293,229	
21.	Borden Co., The	1,176,246	
22.	Morton Salt Company	1,129,153	
23.	Ballantine, P., & Sons	1,112,940	
24.	Richfield Oil Corp., (Cal.)	1,080,976	
25.	Liebmann Breweries, Inc.	1,014,465	
26.	Nehi Corp.—Royal Crown Cola Div.	1,004,950	
27.	Schaefer Brewing Co.	997,623	
28.	Pepsi Cola Co.	956,630	
29.	Olympia Brewing Co.	949,805	
30.	Continental Baking Co.	920,452	
31.	Marathon Corp.—Northern Paper Mills Div.	911,986	
32.	Beatrice Foods Co.	907,627	
33.	Miller Brewing Co.	880,000	
34.	Morris, Philip, Inc.	869,386	
35.	American Home Products	820,052	
36.	Seven Up Company	809,034	
37.	National Dairy Products	758,300	
38.	California Packing Co.	753,888	
39.	Atlantic Refining Co.	753,884	
40.	Brown Forman Distillers Co.	731,514	
41.	Cities Service Co.	711,764	
42.	Gulf Oil Corp.	704,988	
43.	Motorola, Inc.	687,349	
44.	Continental Oil Co.	664,400	
45.	Great A&P Tea Co.	657,899	
46.	Ralston Purina Co.	639,721	
47.	American Bakeries Co.	639,106	
48.	Pabst Brewing Co.	634,988	
49.	Trans World Airlines, Inc.	613,594	
50.	Stroh Brewery, Co., The	611,591	
51.	Interstate Bakeries Corp.	605,314	
52.	Duquesne Brewing Co. of Pittsburgh	599,000	
53.	Walker Inc., Hiram	586,519	
54.	Crown Zellerbach Corp.	572,507	
55.	Sinclair Refining Co.	564,266	
56.	Foremost Dairies, Inc.	545,390	
57.	Quality Bakers of America, Coop., Inc.	532,155	
58.	Pure Oil Co.	526,914	
59.	Tidewater Oil Co.	513,962	
60.	Pearl Brewing Co.	501,380	
61.	Standard Brands, Inc.	475,462	
62.	Libby, McNeill & Libby	469,771	
63.	Goodrich Co., B. F.	460,374	
64.	Lone Star Brewing Co.	443,731	
65.	Sterling Brewers, Inc.	427,654	
66.	United States Tobacco Co.	424,184	
67.	Genessee Brewing Co.	363,362	
68.	General Foods Corp.	361,721	
69.	Glenmore Distilleries, Inc.	342,614	
70.	State Farm Mutual Ins. Co.	339,504	
71.	Carnation Co.	336,732	
72.	Hudson Paper & Pulp Corp.	334,960	
73.	Ruppert, Jacob	317,836	
74.	Standard Oil Co. of Ohio	317,000	
75.	Phillips Petroleum Co.	313,589	
76.	Lorillard P., Co.	312,958	
77.	Swift & Co.	310,267	
78.	Ohio Oil Co.	298,833	
79.	International Salt Co., Inc.	298,025	
80.	Dupont de Nemours, E. I.	296,663	
81.	Canada Dry Ginger Ale, Inc.	291,952	
82.	Long, W. E., Co.	291,760	
83.	Carling Brewing Co.	281,070	
84.	Schmidt C. & Sons, Inc.	279,069	
85.	National Sugar Refining Co.	275,706	
86.	Signal Oil Co.	267,975	
87.	Ronson Corp.	258,048	
88.	Johnson Co., Howard	257,930	
89.	Simoniz Co.	257,239	
90.	Burger Brewing Co.	252,244	
91.	Los Angeles Brewing Co.	246,156	
92.	Texas Co., The	245,333	
93.	Folger & Co.	240,389	
94.	Sicks Rainier Brewing Co.	237,072	
95.	Goebel Brewing Co.	231,066	
96.	Pittsburgh Brewing Co.	230,000	
97.	United Airlines, Inc.	229,675	
98.	Drake Bakeries, Inc.	226,975	
99.	Campbell Taggart Associated Bakeries	226,871	
100.	American Brewing Co.	223,760	

OH, THEM GOLDEN OXEN!

(and sheep and hogs, too!)

Allow us to introduce three traveling representatives of the Kansas City Livestock Yards. These beauties and their fellow beasts still come about as close to being worth their weight in bullion as anything on the market.

To talk to this $400,000,000 market, and the thousands of cattlemen who ship to the Kansas City market, the Kansas City Livestock Yards spends a major portion of its advertising budget on WDAF Radio.

When you want to reach these thousands of stockmen with nearly a half billion dollars to spend (and the other folks with two billion to spend), don't you think you should use WDAF Radio, too?

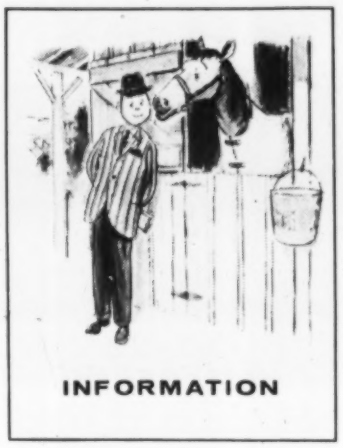
WDAF 610 RADIO • SIGNAL HILL • Kansas City, Mo.

A SUBSIDIARY OF NATIONAL THEATRES & TELEVISION, INC / REPRESENTED BY HENRY I. CHRISTAL CO., INC

Prestone in TV Spot Drive; Good Humor Buys Radio Spots

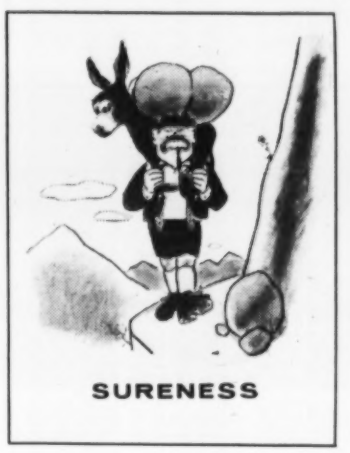
Union Carbide Consumer Products Co., New York (William Esty Co.), will run a heavy schedule of minute tv spots in 25 top markets this spring for its Prestone car polish in the new squirt-top can. Good Humor Corp. (MacManus, John & Adams), will use a heavy saturation of minutes in a four-week spot radio campaign in New York, Philadelphia, Cleveland, Detroit and Chicago, beginning in late May.

CONFIDENCE



INFORMATION

RESPONSE



SURENESS

Which is your reason for reading LIFE?

BALANCE

BEAUTY

FLEXIBILITY

SURPRISE

IMAGINATION

TIMELINESS

What makes people anxious to open LIFE each week?

Maybe it's because LIFE is timely—or informative—or maybe, more than likely, it's all the "facts of LIFE", a few of which, taken from our recent ads in this paper, are illustrated here.

For these are the editorial facts of LIFE—those special qualities that sell 6,700,000 copies every week to the most impressive mass audience in magazine history.

A few facts about this LIFE audience:

1. More money to spend—LIFE reaches more of the higher income group ($7000 plus) than any other weekly or bi-weekly magazine.
2. Spend more money—households reached by an average issue of LIFE account for 38% of all the dollars spent on consumer goods and services sold in the U. S.
3. Keep on making more money—LIFE has more readers who have better jobs, and are better educated than the readers of any other weekly or bi-weekly magazine.
4. Spend their money where you do the most business—69% of LIFE's average issue household audience live in the metropolitan markets where 67% of all consumer dollars are spent.
5. And of course, LIFE's the biggest — 6,700,000 copies weekly—read by 18,950,000 homes and 31,500,000 readers—the biggest magazine audience in the history of weekly and bi-weekly publishing.

And this wonderful audience is growing — fast! In the first three months of 1960, LIFE gained 700,000 in weekly circulation over the same period in 1959.

ACTION

LIFE

Public Service Messages On Containers Urged

Pure Gold Inc., Redlands, Cal., citrus cooperative representing more than 2,500 growers, will print public service messages on more than 6,000,000 of its cartons to remind citizens of the benefits of good schools. The venture is jointly sponsored by Washington State University School of Education. It is hoped that other companies will donate container space to similar messages to keep citizens informed about "reasons why today's children need good schools."

JWT Names Bailey, Werolin

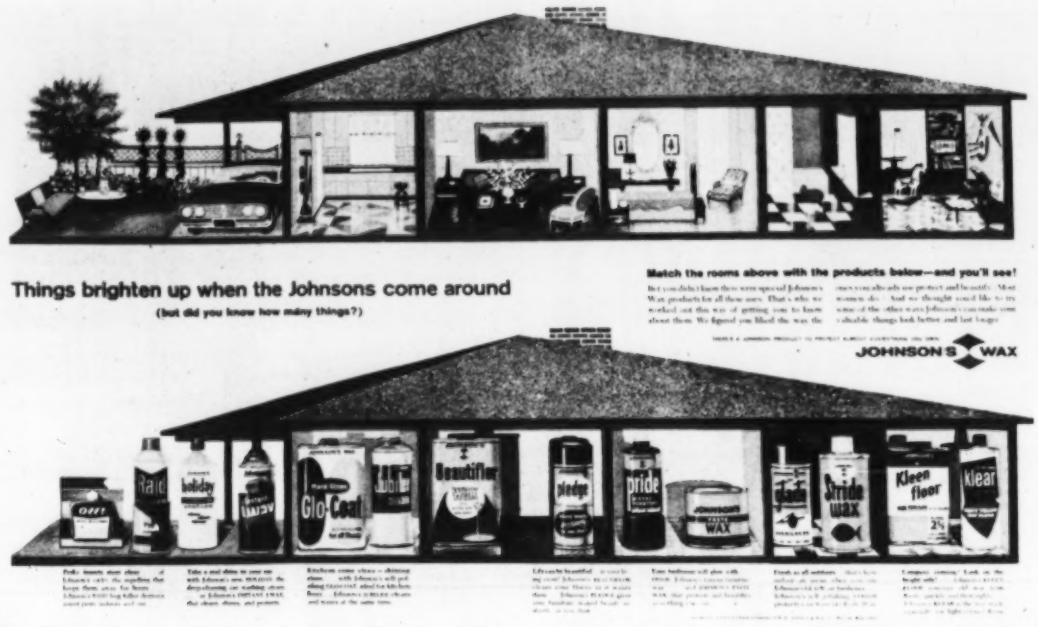
Raymond Bailey, formerly grocery marketing director of *This Week Magazine*, has joined J. Walter Thompson Co., New York, as a marketing-merchandising associate. JWT also has named John T. Werolin to the media department in San Francisco. Mr. Werolin formerly was with Guy Lee Advertising and Lennen & Newell, San Francisco.

Burnett Joins Tracy-Locke

John G. Burnett, formerly a vp of Rogers & Smith Advertising, has joined Tracy-Locke Co., Dallas, as an account executive assigned to Vought Industries Inc. Charles Teague and David Cullum have been appointed account service men by Tracy-Locke.

TESTED AND APPROVED
CONSUMERS INSTITUTE
non-profit
WASH. 1, D.C.

To qualify to display. Write
15 E St. NW Wash. 1, D.C.



AD DRIVE—*S. C. Johnson & Son, Racine, Wis., launches a new all-product corporate campaign with this color spread in the April 16 Saturday Evening Post. Benton & Bowles is the agency.*

New American Library Merges With Times-Mirror Co.

New American Library of World Literature Inc., New York, publisher of Signet and Mentor paperback books, has been merged with Times-Mirror Co., Los Angeles, publisher of the *Los Angeles Times* and the *Los Angeles Mirror-News*, and owner of KTTV, Los Angeles tv station.

Toronto Copy Directors Elect

William Macdonald, James Lovick & Co., has been elected president of the Copy Directors Club, Toronto. Other new officers are Peter Clayton, J. Walter Thompson Co., vp; Mary Inkster, Erwin Wasey, Ruthrauff & Ryan (Canada) Ltd., treasurer, and Max Coulston, McConnell, Eastman & Co., secretary.

Collins Succeeds Hoftyzer

Mark F. Collins, assistant publisher and advertising director of the *Albany Times Union*, will succeed Ernest Hoftyzer as assistant publisher and advertising director of the *Boston Record-American-Sunday Advertiser*. Mr. Hoftyzer is retiring April 15, but will continue as a consultant to the newspapers.

Scholes Joins Kreer & Co.

Henry B. Kreer & Co., Chicago, has appointed S. E. Scholes a copywriter. He was formerly with Armour & Co. as advertising and sales promotion manager of Armour Alliance Industries.

Marian Petelle Named VP

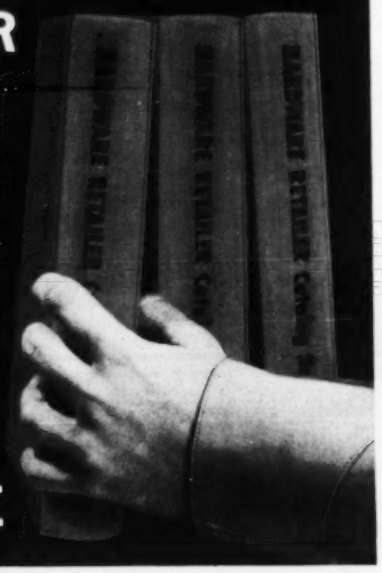
Marian Fitch Petelle, who joined Allan Copeland & Garnitz, Chicago agency last October as director of its public relations department, has been named a vp.

Central Names Meyer & Behar

Central Wire & Frame Co., New York, manufacturer of displays, fixtures, wire and metal products, has named Meyer & Behar Advertising, New York, its first agency.

These volumes build sales volume . . .

MAKE YOUR CATALOG SHEETS 4 WAYS MORE EFFECTIVE



The Hardware Retailer Catalog Service is a proved and powerful marketing tool developed by the National Retail Hardware Association for 23,000 independent retail hardware stores and 600 wholesalers. It is an annual compilation of manufacturers' catalogs and catalog sheets, permanently bound, carefully indexed for fast reference, and assures:

1. **Super distribution:** A systematic way of placing catalog sheets with people who do 80% of *all* retail hardware business.
2. **Super usage:** You'll be multiplying your sales potential by way of wholesalers' "want book" orders across the nation.
3. **Super exposure:** Your catalog page is conveniently filed, in an everyday reference book. Can't get lost as loose sheets do.
4. **Extra sales at all levels:** Shows potential customers your products and their features when not in dealer's stock.

Hardware dealers read Hardware Retailer for news about this Catalog Service and other basic services provided by the National Retail Hardware Association. Make it your *basic* trade choice.

HARDWARE RETAILER CATALOG SERVICE

Two guides that point the way to better paper buying The free booklet tells *why* papers made with cotton fiber offer you more in prestige, permanence, performance. The "Better Papers" emblem tells *who* makes them. Send for the booklet; watch for the emblem.

BETTER COTTON FIBER PAPERS

Cotton Fiber Paper Manufacturers,
122 East 42nd Street, New York 17, N. Y.

BETTER PAPERS ARE MADE WITH COTTON FIBER
LOOK FOR "COTTON" OR "RAG" IN THE WATERMARK OR LABEL

ESQUIRE SOCKS runs 50th LIFE ad in 5 years —2,736 new accounts.

EDISON ELECTRIC INSTITUTE co-sponsored biggest LIFE ad—30 pages.

GOODYEAR tops tire field with help of 20 years of LIFE ads.

CRESLAN—new fiber gains fast acceptance with LIFE advertising.

What's the reason all these advertisers use LIFE?

MUNSINGWEAR finds LIFE its best selling medium since 1939.

ZIPPO LIGHTER ads in LIFE draw responses for over a year.

GENERAL ELECTRIC's LIFE ads turn up the volume for new TV line.

APPIAN WAY PIZZA used LIFE to double sales in 3 years.

MOBILE HOMES MFG. ASSN. builds industry image in LIFE.

In two words—"It works." Simple as that. The very same kind of editorial fire that draws 18,950,000 families to LIFE each week makes LIFE a place to move goods.

See for yourself; take a look at the capsule versions of the "result" stories on this page; they're taken from ads run in this paper by LIFE. Or, better yet, ask to see the booklet called "When Ads Go In LIFE, Results Begin". It will show you why these and many other major advertisers know that effectiveness is a fact of "Advertised-in-LIFE."

With results like these, is it any wonder that in 1959 advertisers invested almost $37 million more in LIFE than in the next leading magazine. These advertisers, in the first quarter of 1960, have increased their investment in LIFE by 8% over the same period last year. (1st quarter of 1960 had only 12 issues compared to 1st quarter of '59, which had 13.)

ADVERTISED IN LIFE®

KROEHLER advertising leads off with LIFE for the past 22 years.

KAISER FOIL builds solid sales fire under LIFE readers.

RCA Christmas ad in LIFE gets over 2 million people to act.

REVLON gets millions of the right women with LIFE advertising.

ONE OF THE
FIRST 100
MARKETS

272,600 consumers in the Quad-Cities
56% live on the Illinois side, where Argus
and Dispatch reach 9 of 10 homes daily.

THE QUAD-CITIES' LARGEST COMBINED DAILY CIRCULATION
THE MOLINE DISPATCH
THE ROCK ISLAND ARGUS
NATIONAL REPRESENTATIVE — THE ALLEN-KLAPP CO.

3RD LARGEST
MARKET IN
ILLINOIS-IOWA

White House Foods Programs Extended Advertising Push

White House Foods, Los Angeles, is planning the largest ad campaign in its history this year, with a series of color ads in magazines and Sunday supplements. Advertisements will appear in *Everywoman's Family Circle, The Saturday Evening Post* and *Sunset Magazine*. The *Los Angeles Examiner's Pictorial Living* and the *Los Angeles Times' Home* will carry a series of half-page color ads. McNeill, McCleery & Cochran is the agency.

GE Boosts Fassler, Kirtland

General Electric Co. has promoted S. Martin Fassler from marketing manager of its radio receiver department to manager-marketing for its tv receiver department in Syracuse. GE also has promoted Grayson D. Kirtland, an advertising specialist for automatic blankets in Bridgeport, Conn., to merchandising manager for the GE automatic blanket and fan department.

RACK SPECTACULAR—*This display will help merchandise nine nationally distributed health and beauty aids in stores across the country as part of the sixth Puck—The Comic Weekly giant promotion, which will be featured in color pages in that supplement and affiliated Sunday newspapers on April 24.*

this is
Magoo
talking...

...from **INSIDE MAGOO**. That's a movie I just made for the American Cancer Society—for their April Crusade.
In the movie I learn I can't be near-sighted about cancer. Too dangerous. Got to look ahead. Got to fight cancer with regular checkups. And checks, too. Fighting cancer costs money.
The movie runs 14:30 minutes. But you can get a quick look at all the Society's TV material—including me and other famous people—in only 17 minutes. On a special presentation reel MC'd by Ralph Edwards.
Listen to the radio material, too. Big stars in short important messages and announcements. Music spots too, with name artists, for deejay show or as 5-minute specials.
A local representative of the ACS will contact you. Look and listen.
Be kind to your audiences. Program the Society's material.

AMERICAN CANCER SOCIETY

Landers, Frary Names Garrity, Boosts Lepple

Paul G. Garrity, formerly vp of sales of Schick Inc., has been named vp of marketing of Landers, Frary & Clark, New Britain, Conn., appliance manufacturer.

Paul G. Garrity

The company also has named Karl F. Lepple, who has been responsible for electric housewares sales in northern and southern California, regional manager for the western region. In his new job, Mr. Lepple will have complete responsibility for the sales, merchandising and advertising functions for all Landers products.

Bevel Elects Officers

Bevel Associates, Dallas and Fort Worth, has incorporated and elected officers. Mrs. Betty Bevel, co-founder of the agency, was elected chairman of the board and treasurer. Philip Holloway, formerly exec vp, was named president. Other officers elected are Charles Hamilton, vp, and Miss Pat England, secretary. Incorporation followed sale of interests in the company by George C. Bevel Jr., who will devote his full time to other business interests.

Heinz Begins Relish Push

"You buy the relish—Heinz buys the buns" is the promotion theme H. J. Heinz Co., Pittsburgh, will use to kick off the 1960 picnic season. Consumers who return a label from any of five Heinz relish products, along with the wrapper or label from a bun package, will receive a refund of up to 30¢ on the purchase price of the buns. Heavy ad support is scheduled for May, June and July. Maxon Inc., Detroit, is the agency.

Sayles Joins Lenhart

Andrew P. Sayles, formerly tv and print supervisor at Maxon Inc., New York, has joined Lenhart & Co., Princeton, N. J., as a vp.

the lion's share in March

	Average Audience Ratings*
ABC-TV	20.8
NET Y	20.0
NET Z	18.3

*Source: Nielsen 24-Market TV Report, average audience, 7 nights, 8-10:30 PM, average for 4 weeks ending March 20, 1960.

ABC TELEVISION abc

SERVICE *is more than just a word at Lake Shore*

...it's people in action, giving you the finest service available anywhere on these services you need:

3M PRE-MADEREADY ELECTROTYPES
REILLYTYPES · REILLY PLASTICTYPES
R.O.P. COLOR NEWSPAPER MATS
ENGRAVING SERVICE DEPARTMENT

SEeley 8-1010

LAKE SHORE ELECTROTYPE DIVISION • 1224 W. Van Buren • Chicago 7, Ill.

Elects James D. Wells VP

Wm. Underwood Co., Watertown, Mass., has elected James D. Wells vp of marketing. He joined the food company in 1953 and has been general sales manager and, most recently, manager of marketing.

Regensberg Names Heineman

E. Regensberg & Sons, New York, has named Heineman, Kleinfield, Shaw & Joseph, New York, as its agency for Admiration and Medalist cigars. Rose-Martin is the previous agency of record.

NEW FROM WESTINGHOUSE

TWO VACUUM CLEANERS IN ONE!

The new Westinghouse Spinjet Vacuum Cleaner combines the benefits of a canister vacuum and an upright cleaner at an amazingly low price! The new Westinghouse revolving brush is lightweight, slips on as easily as any attachment, and the powerful high-speed revolving brush gives you the upright beating action you need for cleaning all rugs! See the Spinjet—two vacuum cleaners in one. It's new! Buy it today!

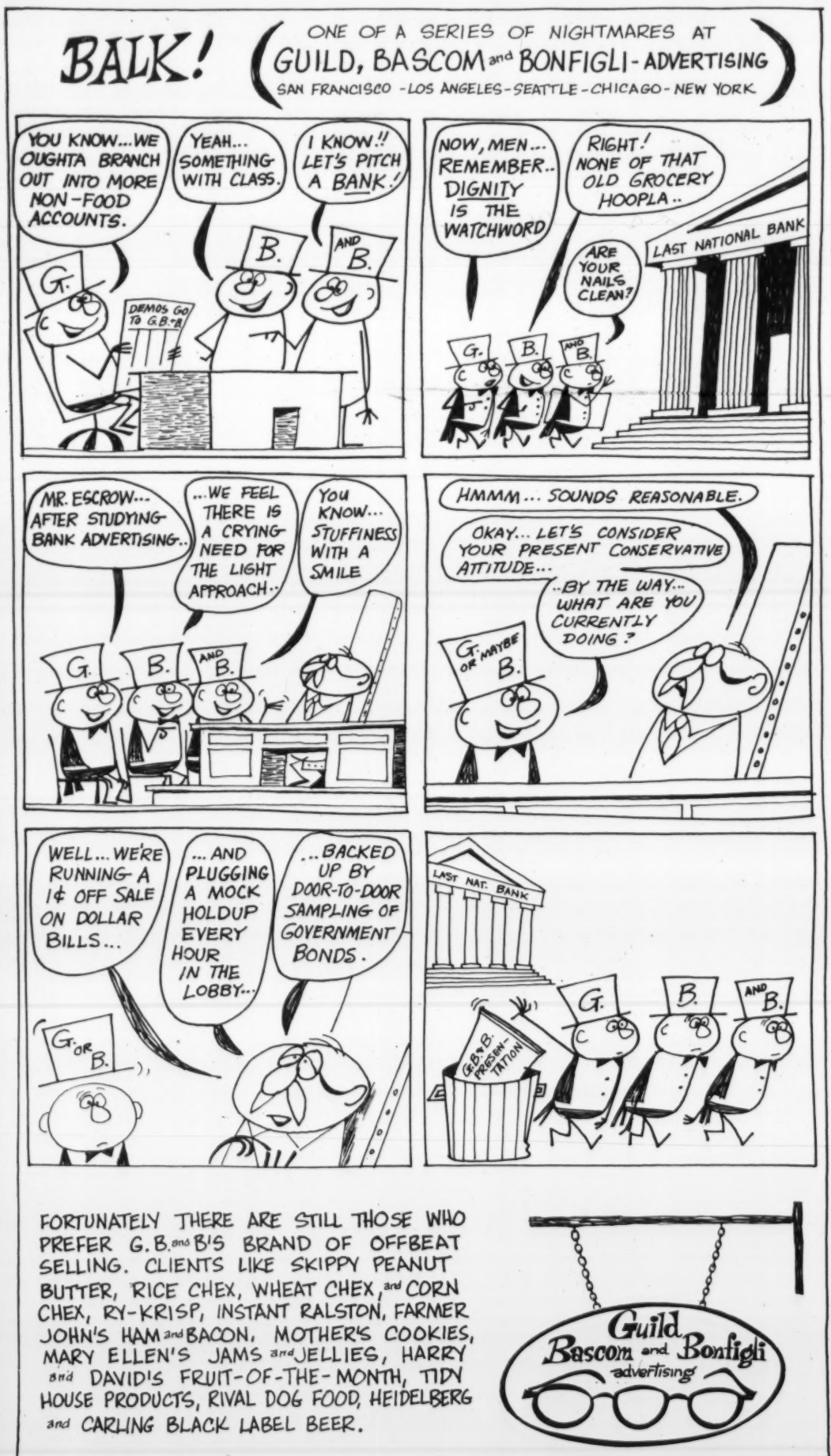
YOU CAN BE SURE...IF IT'S
WESTINGHOUSE
PORTABLE APPLIANCE DIVISION, MANSFIELD, OHIO

FROM WESTINGHOUSE...

NEW BUFFET STYLED FRY PAN MAKES ALL OTHERS OBSOLETE

IT'S NEW! BUY IT TODAY!
WESTINGHOUSE

HARD DOUBLE SELL—*Westinghouse's portable appliances division will spend $1,000,000 in a two-month period with a dealer "blitz" to introduce its new vacuum cleaner and to promote its buffet fry pan. Ads will be launched April 17, with color spreads in This Week Magazine and other Sunday supplements, continuing through May 18 in newspapers and on the "Westinghouse Desilu Playhouse" (CBS-TV).*

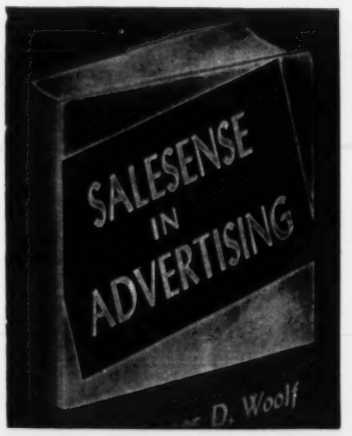

BALK!
ONE OF A SERIES OF NIGHTMARES AT
GUILD, BASCOM and BONFIGLI - ADVERTISING
SAN FRANCISCO - LOS ANGELES - SEATTLE - CHICAGO - NEW YORK
YOU KNOW...WE OUGHTA BRANCH OUT INTO MORE NON-FOOD ACCOUNTS.
YEAH... SOMETHING WITH CLASS.
I KNOW!! LET'S PITCH A BANK!
G.
B.
AND B.
DEMOS GO TO G.B.&B.
NOW, MEN... REMEMBER.. DIGNITY IS THE WATCHWORD
RIGHT! NONE OF THAT OLD GROCERY HOOPLA..
ARE YOUR NAILS CLEAN?
LAST NATIONAL BANK
MR. ESCROW... AFTER STUDYING BANK ADVERTISING..
..WE FEEL THERE IS A CRYING NEED FOR THE LIGHT APPROACH..
YOU KNOW... STUFFINESS WITH A SMILE
HMMM... SOUNDS REASONABLE.
OKAY... LET'S CONSIDER YOUR PRESENT CONSERVATIVE ATTITUDE...
..BY THE WAY... WHAT ARE YOU CURRENTLY DOING?
G. OR MAYBE B.
WELL... WE'RE RUNNING A 1¢ OFF SALE ON DOLLAR BILLS...
... AND PLUGGING A MOCK HOLDUP EVERY HOUR IN THE LOBBY...
...BACKED UP BY DOOR-TO-DOOR SAMPLING OF GOVERNMENT BONDS.
G. OR B.
LAST NAT. BANK
G.B.&B. PRESENTATION
FORTUNATELY THERE ARE STILL THOSE WHO PREFER G.B. and B'S BRAND OF OFFBEAT SELLING. CLIENTS LIKE SKIPPY PEANUT BUTTER, RICE CHEX, WHEAT CHEX, and CORN CHEX, RY-KRISP, INSTANT RALSTON, FARMER JOHN'S HAM and BACON, MOTHER'S COOKIES, MARY ELLEN'S JAMS and JELLIES, HARRY and DAVID'S FRUIT-OF-THE-MONTH, TIDY HOUSE PRODUCTS, RIVAL DOG FOOD, HEIDELBERG and CARLING BLACK LABEL BEER.
Guild Bascom and Bonfigli advertising

Hoover Co. Promotes Wood

Clifford J. Wood, market research manager of Hoover Co., North Canton, O., has been appointed manager of the marketing department.

135
Woolf Articles

in handsome library edition



SALESENSE IN ADVERTISING is a careful collection of 135 of the best-liked of the more than 500 widely-read articles James D. Woolf has written for *Advertising Age*. Handsomely bound in cloth. Profusely illustrated. Woolf, for 32 years Creative Director of the Western Division of J. Walter Thompson Co., is well-qualified to express his ideas in this provocative volume. What makes this book different are the things that make Woolf different . . . an undying interest in people, an abiding faith in common sense and human dignity, a great impatience with stupidity, and the ability to express himself so clearly and forcefully that what he writes is instructive and enjoyable at the same time. Price, $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill. for "Salesense In Advertising," available on five days' approval.

THERE'S ALWAYS ONE IN EVERY GROUP !

It happens 'most any place, 'most any time. Whenever men discuss the mechanics of modern living, there is one man who speaks right up. He usually knows what makes things go. He gets attention. He is the kind of man who reads POPULAR MECHANICS.

Naturally, PM is well known for its crafts sections. But men also respect it for its coverage of the mechanics of modern living—all sides of it. A recent issue, for example, reported on subjects ranging from manned space flights, to unusual vacations . . . to flower growing . . . to compact cars . . . and more.

The important thing is that this is the kind of reporting that gives PM readers a special knowledge of what goes on around him. Of products, workmanship and performance. A PM reader usually specifies when he buys. If he is sold on your products, he knows why. And so will his friends and neighbors who respect his special talent for knowing what he talks about.

You can sell him—*and five million others like him*—with your product story in the magazine that sparks his thinking on what to do, what to buy—and why . . .

INTERNATIONAL EDITIONS
SPANISH—Mexican-Caribbean, Southern Hemisphere,
FRENCH; DANISH; SWEDISH;
GERMAN; PORTUGUESE; DUTCH.

POPULAR MECHANICS

A HEARST MAGAZINE

Puts Men In Motion

Adams Urges Watchdog Group for Direct Mail

DETROIT, April 5—Leaders in direct mail advertising have been advised to forestall punitive legislation against the business by setting up a "watchdog committee" to police fringe operators.

The suggestion was made by Charles F. Adams, exec vp of MacManus, John & Adams, speaking at Detroit's Direct Mail Day program. Nearly 400 direct mail executives attended.

"The problem is not with outright dishonesty," said Mr. Adams, "but in the gray areas of misrepresentation, exaggeration, disparagement, the use of sex and fear, and saturation campaign excesses.

"Problems of all advertising are particularly pertinent to direct mail, for no other medium is more thoroughly or easily subjected to legislative action.

■ "I believe it would be helpful if some of the key people in your industry would form a committee to keep watch over the dignity of your branch of advertising; to seek out and receive complaints concerning abuse of the mails; to assemble evidence against the guilty parties and, working with the proper authorities, either show them the error of their ways or put them out of business.

"If responsible people in direct mail do not go after the fringe operators, then legislation very well may be passed that would cripple the entire direct mail industry," Mr. Adams warned.

■ Honest direct mail advertising, built on truth and used with tact, combined with good timing, brings the best results for its users, said Robert B. Fisler, promotion director of *Time*.

"Americans today not only are more prosperous but are better educated and more sophisticated," said Mr. Fisler. "Users of direct mail material are facing a public growing more sceptical and more receptive to that which is superior. It is a wonderful form of advertising when used properly. Truth, both in the long run and in the short run, is far stronger than fiction."

■ Direct mail has the admirable capacity of being able to pinpoint the appeal to a degree enjoyed by no other medium, said Edwin O. Bodkin, advertising and sales promotion manager of McCord Corp., in outlining some of its capabilities.

"If you are ready to spend the time, money and energy necessary to do the essential research, there is no classification of the American populace you cannot isolate and reach by direct mail," said Mr. Bodkin.

"This brings us to the whole question of relative costs. These cannot be measured by the size of the check an advertiser signs. The true measurement is by how much did each responding inquiry cost."

■ He cited the case of an advertiser who experimented by placing dominant-space advertising in one of the nation's business publications, and at the same time promoted an identical service by mail to a substantial number of business executives. The direct mail effort, in terms of absolute dollars, cost considerably more than did the space advertising. It is probable the space advertising augmented the response to the direct mail. In point of actual returns, however, it was found the direct mail produced leads at roughly 5% the cost of the direct inquiry traced to the space advertising.

"In this case, by using the pinpoint medium, the advertiser was able to avoid wasting money on large numbers of subscribers with no interest in what he was selling," said Mr. Bodkin. "This case sustains one general truth. Direct mail advertising, to be successful, must always be supported and accompanied by unglamorous, detailed and constant record keeping. Without routine statistics this advertiser could not have found the startling difference between the cost-per-inquiry in one medium as against the other."

■ Direct mail is becoming an increasingly important factor in agency media recommendations, said Ross Morgan, of Campbell-Ewald Co., in another talk.

"It fits beautifully into the agency picture," said Mr. Morgan, "because if there ever was a medium that offers new ways of doing things, does not restrict creative thought in terms of approved

"Monday to Friday..."

for sellers to the Chemical Process Industries

WEEK BY WEEK, SIXTY SHAPES UP STRONGER

Business keeps surging for chemical process companies. Now riding high (a 10%-plus increase in total sales—20% up in earnings), the trend is expected to hold course through '60, making this the biggest year yet for nearly all CPI segments.

Sales and earnings for industrial chemicals rose well over prerecession '57 levels last year. Pharmaceuticals and most other CPI branches hit record figures. CPI-Management is even more optimistic for this year. President Fred Foy of Koppers sees *"much improvement"*, now has a $143 million backlog in plant contracts vs. $65 million a year ago. Phillips Petroleum Chairman K. S. Adams, believes *"benefits of the company's diversification"* will be reflected in still greater earnings. This, after posting a 23% gain in net income last year.

Best current estimate of total '59 sales of "chemicals and allied products"—about $25.8 billion, a boost of 11% over '58. Top company executives are predicting 5 to 10% gains this year. And one ultra-conservative economist sees a hefty $42 billion in sales by 1970.

PUSHBUTTON PAINT... PUSHBUTTON PERFUME ...PUSHBUTTON PINCURLS

Aerosols are successfully spraying their way into market after market. Paints—one of the first aerosol fields—are spreading this year to an estimated 85 million cans, about $111 million at retail. A newer spray-ground—perfume and cologne—is presently moving up fast with a 25% annual rate of growth. One maker rang up a quick $5 million in sales this past holiday season by introducing a top brand in aerosol packaging. Now, all major perfume houses are going to "pushbuttons".

But the cutest trick of the chemical week is the pushbutton curl. Soon your best girl can get her hairwaves zippety-zip from an aerosol can. Caryl Richards Inc. (New York) recently put pressure-packed permanent waving chemicals into national beauty salon markets . . . P & G is launching a similar product for home use.

For specialty makers, a constant array of new and better products. For their suppliers, endless potentials for equipment and materials.

CALLING ALL EQUIPMENT SELLERS...

Would you like to know how equipment, machinery and supplies are sold to the Chemical Process Industries? How many calls the typical equipment salesman makes a day—on companies and individuals? What the average number of buying influences is—by size of firm? What equipment buyers expect from you? Which sales aids are most helpful? Which men exert greatest influence on purchases?

All these and a lot more important questions are answered by CHEMICAL WEEK in a recent study of equipment sales practices. Write CW's Research Dept. for a copy of *"The 101 Equipment Manufacturers Survey"*

Need to Analyze Your Public Relations?

Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

format frequency, research or markets, direct mail is that medium."

He cited examples of agency-directed campaigns ranging in cost from hundreds of dollars to millions where advertising money was spent only on a cold, realistic, do-a-job basis. (Campbell-Ewald is the agency for Chevrolet, its largest client.) Mr. Morgan pointed up the creative use of lists and the great progress being made in list compilation and in direct mail research, factors which contribute strongly to the agency's belief there is an important place for direct mail in the agency business.

■ "If agencies treat direct mail with the same consideration given other media," Mr. Morgan said, "they will find that direct mail is a solid cornerstone on which to build better service to their clients and more enduring business relations."

An earlier speaker, Mr. Bodkin, had given statistical facts on the growth of direct mail advertising, a growth of 80% in the decade of 1949-1958, from $755,000,000 to $1.6 billion. As an example, Ford Motor Co. was placed alongside these figures. Ford's truck division had an allocation of 1% of its advertising budget for direct mail in 1954. In 1959 this had grown to 20.6%. #

Donnelley Names Baddour

George R. Baddour, formerly Long Island division sales manager of Reuben H. Donnelley Corp., New York, has been named Nassau-Suffolk sales manager of the company's New York directory publications division, a new post.

Goodrich Promotes Gross

Mrs. Rubie C. Gross has been named manager of trade advertising and sales promotion of B. F. Goodrich Industrial Products Co., Akron. Mrs. Gross has been sales promotion manager of the company since 1953.

Hallmark Sets Fund for Original TV Writing

Hallmark Cards, sponsor of the "Hallmark Hall of Fame" series (NBC-TV), has established the Hallmark Fund for Television Drama, which will be drawn upon to extend commissions to writers and to supply cash awards of $10,000 for an international "Teleplay Writing Competition."

The fund, which will be a revolving sum of from $50,000 to $250,000, will be made available to George Schaefer, producer-director of the tv series, who will administer the commissions and direct the competition. The competition, open to both professionals and amateurs, will be held bi-annually "if it brings results beneficial to the television art." Inquiries regarding both commissions for drama and the competition may be directed to Hallmark Hall of Fame, P. O. Box 2805, Grand Central Station, New York.

Congoleum-Nairn Boosts Martin to Ad Director

William C. Martin Jr. has been appointed director of advertising and sales promotion of Congoleum - Nairn, Kearny, N. J. He succeeds John T. Lorick Jr., who has resigned.

Wm. C. Martin Jr.

Mr. Martin in 1950 joined Sloane - Blabon Corp., which later became the Sloane-Delaware division of Congoleum-Nairn. Since 1958, he has been assistant sales manager in charge of the company's Forecast rotogravure vinyl products and manager of mail order sales.

Ginsberg Named Editor of 'Southeastern Drug Journal'

Max Ginsberg has joined the *Southeastern Drug Journal*, Atlanta, as editor and publisher, succeeding Richard B. Wand, who will continue as consultant to the *Journal*. Mr. Ginsberg was formerly editor and manager of the business and industrial review sections of the *Atlanta Journal* and *Constitution*.

SEE HERE, MR. CHEMICALS PRODUCER!

Are you advertising in the magazine CPI-Management *(the prime buyer of both chemicals and equipment)* prefers to all others? Naturally we mean CHEMICAL WEEK . . . but just in case you're dubious, why not ask your own customers and prospects? Sellers who have, learn CW averages an overall superiority of 3-to-2 over the second magazine, 2-to-1 whenever management titles are surveyed. Ask your CHEMICAL WEEK man for copies of recent studies . . . notably *Heyden-Newport, Wyandotte, Neville* and *Foremost Food and Chemical* . . . for a well-rounded CPI picture of magazine preferences by raw materials buyers.

RESEARCH SCORES AS SALES SUPPORT

In these "buyers-market" days — with traditional criteria of price, quality and delivery frequently equalized among vendors — the salesman braced by strong company research may be sitting easiest. This was the principal behind-the-scenes observation at the recent National Assn. of Purchasing Agents in Chicago . . . while a CW survey of PAs confirms the growing significance of supplier's research in shaping buying decisions.

In the PA's eyes, a solid research program implies the guarantee of a flow of new products, assistance in finding new or improved raw materials, satisfactory technical service and an effort by the supplying firm to whittle away at manufacturing costs. In addition, there's the assurance that part of the supplier's profits are going into projects that may prove mutually beneficial.

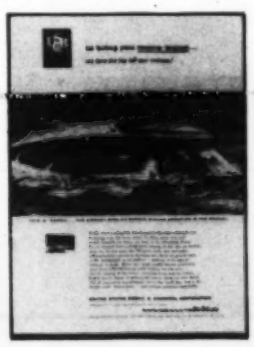
How much influence does a supplier's research have on buyers' decisions? The amount varies — but one thing is sure: PA s are swayed most by applications work promising profits for their company as well as the vendor's — preferably soon.

FOR ADVERTISERS WHO LIKE STATISTICS...

We've got a couple for you. For instance, CHEMICAL WEEK is gaining display pages at a near 200-page-rate for 1960 . . . it has picked up more new equipment advertisers (30 new and returned) . . . it's running over 26% more raw materials space than any other CPI magazine . . . CW "exclusives" are head and shoulders over the field. Too early for a count now but last year CHEMICAL WEEK ran 101 *more* exclusive accounts than anyone else. So, come on in! You'll sell more, faster . . . to CPI-Management in CHEMICAL WEEK!

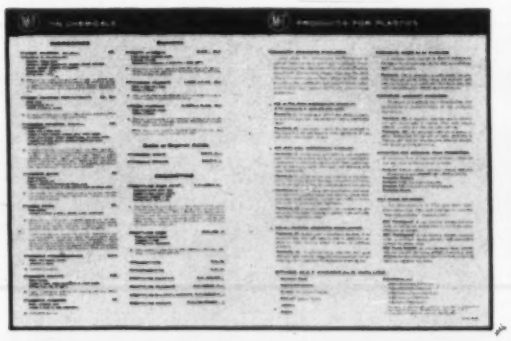
3 WAYS TO MAKE CPI-MANAGEMENT STOP, LOOK... AND READ!

We could just as easily show you three dozen — because management is vitally concerned with the dollar-savings your product may bring. But space limits us to a trio which pulled well in CW's "Reader Feedback" . . .



CATCH THEIR CURIOSITY — U. S. Borax intrigues with "We tore the top off our mines", then goes on with tight, factual copy to show what its product facilties and service mean to the buyer.

GET THEM THINKING — and Hercules does . . . with product applications as distant as household chores to harvesting oranges . . . makes management think "what have they got we can use?"



TELL 'EM EVERYTHING! Metal & Thermit puts its whole line on display in this spread (from a 4-pg. insert) — packs it with useful buying data — and gets high readership . . . with straight copy!

Chemical Week

A McGraw-Hill Publication (ABC-ABP)
McGraw-Hill Building
New York 36, New York

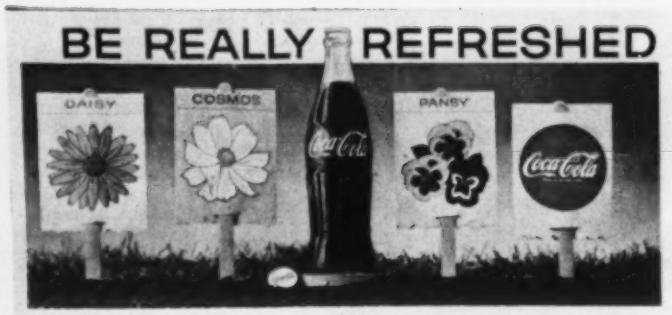
QUANTITY PHOTOS

AS LOW AS 3¢ EACH

FAST ONE DAY SERVICE
TOP QUALITY GLOSSY PHOTOS
SIZES 4x5 — 5x7 — 8x10

WRITE FOR PRICE LIST
Calandra's
CALANDRA BLDG. — 42nd & Dodge
OMAHA, NEBRASKA

PHOTO REVIEW OF THE WEEK



IT'S TIME AGAIN—*Coca-Cola Co. uses a seasonal theme in its April poster, now being shown nationally. The bottler also is using three-dimensional painted displays in key markets. McCann-Erickson is the agency.*

Capurro Jonker Vladimir Pollard

IN MONTEVIDEO—*Now on a Latin-American tour, Irwin Vladimir, board chairman of Gotham-Vladimir Advertising, and a client, Braxton Pollard, director of international advertising of Monsanto Chemical, discuss the Uruguayan scene with Raul Capurro, head of the Montevideo agency bearing his name, and Pedro Jonker, director of Proindustria Ltd.*

THAT'S CAKE!—*Borne on the strong shoulders of Robert A. Wilson, exec vp, and Edward Acree, vp, James H. Cargill, president, Cargill, Wilson & Acree, Richmond, Va., carves 10th anniversary cake which hangs, mobile-like, in agency's lobby. The agency marked its 10th birthday on April 1.*

REALISM—*Ladies' Home Journal hopes to catch the commuting adman's eye via this live "theater-in-the-round" performance in New York's Grand Central Station. Actors and actresses, professionals all, burn toast and stage domestic fights to get across the story that the magazine can do wonders for the abraded dispositions of a grouchy wife and spouse. Papert, Koenig, Louis is the agency.*

West Mayfield Evans Schofield Biederman Faust Linebaugh Kiker Bradshaw Grant Hoffman Hudgens Elliott

TAKE TEN—*Relaxing between sessions at the annual convention of National Assn. of Broadcasters are Jim West, Herbert Evans and Art Schofield, Peoples Broadcast Corp., Columbus, O.; W. E. Mayfield, WMBI, Chicago; Les Biederman, WTCM, Traverse City, Mich.; A. D. Faust, WJRT, Flint, Mich.; W. H. Linebaugh, WATE-TV, Knoxville; William Kiker, WPBN-TV, Traverse City, Mich.; Joseph Hudgens and Paul Elliott, KRNT-TV, Des Moines; Joseph Bradshaw, WRFD, Columbus, O.; William Grant, KOA, Denver, and Phil Hoffman, WTCN-TV, Minneapolis. The convention was attended by a record number of broadcasters.*

Kintner Mangan Grams Gribbin Kaiser Treyz Beard Harris Sweeney

GAB SESSIONS—*Renewing old friendships at the annual convention of National Assn. of Broadcasters are Robert Kintner and Frank Mangan, NBC; Harold Grams, KSD-TV, St. Louis; George Gribbin, Young & Rubicam, New York; Henry J. Kaiser, industrialist; Oliver Treyz, ABC; Fred Beard and Wiley Harris, WJDX, Jackson, Miss., and Kevin Sweeney, Radio Advertising Bureau. The four-day convention, which closed Wednesday, was held at the Conrad Hilton Hotel in Chicago.*

»Nehmen Sie doch Platz. Ich habe Ihre Anzeigen in Time gelesen«

IF YOU ADVERTISED in TIME's Atlantic Edition and were calling on an important new prospect in West Germany, he'd probably greet you with, «Nehmen Sie doch Platz. Ich habe Ihre Anzeigen in TIME gelesen.» —"Take a seat—I've read your ads in TIME."

Throughout the free world, business and government leaders count on TIME to keep up on current events.

And because TIME gets to the people who mean business, more businessmen are depending on TIME's International Editions to carry their advertising abroad.

If you, too, would like to sell most effectively in the world marketplace, put the International Editions of TIME to work for you. Call your TIME International sales representative soon.

TIME

TIME's Atlantic Edition. Published in English, the business language of the world, to reach decision-makers throughout Europe, the Middle East and Africa. News content is identical to TIME U. S. with advertising specific for the area. TIME Atlantic is printed in Paris and air-speeded to major cities for delivery to readers the same day as TIME in the U. S. Latest ABC circulation: 158,438 (six months average ending December 31, 1959). European sales offices: London, Paris, Dusseldorf, Zurich.

PUBLISHERS CLASSIFIED DEPARTMENT
9 S. CLINTON ST., CHICAGO 6, ILLINOIS
Please send
"MAGAZINE CLASSIFIED BY THE MILLIONS"
.....
.....
.....

Twelve Companies Join ANA

Twelve new companies joined the Assn. of National Advertisers in the first three months of 1960 They are American Mutual Liability Insurance Co.; Airequipt Mfg. Co.; Avondale Mills Inc.; Charles Bruning Co.; Chase Manhattan Bank; Clairol Inc.; Dow Corning Corp.; Du Pont of Canada Ltd.; Greyhound Corp.; Masland Duraleather Co.; women's and girls' lingerie division of Munsingwear, and Southern Nitrogen Co.

Parker to Implement & Tractor

C. E. Parker, formerly of the advertising sales staff of *Science & Mechanics*, Chicago, has joined Implement & Tractor Publications Inc., Kansas City, Mo. He will represent *Broadcast Engineering*, *Implement & Tractor* and the company's two export farm magazines, *Agricultura de las Americas* and *World Farming*, in several midwestern states.

Eastman Names Brokaw

Robert E. Eastman & Co., New York, radio station representative, has named Robert W. Brokaw, previously with *Sponsor*, to its sales staff. Eastman has been named national representative for WNOR, Norfolk, formerly handled by Weed Radio Corp.

Selling Insurance?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85.000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE
1005 LIBERTY AVENUE, PITTSBURGH 22, PENNSYLVANIA

Coming Conventions

*Indicates first listing in this column.

April 10-14. National Assn. of Transportation Advertising Inc., spring meeting, Casa Blanca Inn, Scottsdale, Ariz.

April 20-21. Associated Business Publications, fifth annual sales management seminar, Westchester Country Club, Rye, N. Y.

April 21. Assn. of National Advertisers, fifth annual workshop on Advertising to Business and Industry, Hotel Plaza, New York.

April 21-23. Western States Advertising Agencies Assn., 10th annual conference, Shelter Island Inn, San Diego.

April 21-23. American Assn. of Advertising Agencies, annual meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 22. Assn. of National Advertisers, workshop on Trade Shows and Exhibits, Hotel Plaza, New York.

April 24-27. Continental Advertising Agency Network, annual convention, Fontainebleau Hotel, Miami Beach.

April 24-27. Annual sales promotion convention, National Retail Merchants Assn., Paradise Inn, Phoenix.

April 25-27. Sales Promotion Executives Assn., third annual national conference, Hotel Astor, New York.

April 25-28. American Newspaper Publishers Assn., annual meeting, Waldorf-Astoria, New York.

April 28-30. Advertising Federation of America, 5th District, Columbus, O.

May 1-4. National Newspaper Promotion Assn., annual convention, Westward Ho Hotel, Phoenix, Ariz.

May 2-4. Forty-fifth annual conference, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-5. Direct Mail Advertising Assn., regional convention, Fairmont Hotel, San Francisco.

May 8-10. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 8-11. Associated Business Publications meeting, Hot Springs, Va.

May 12-13. Public Utilities Advertising Assn., Waldorf-Astoria, New York.

May 12-15. Advertising Federation of America, 4th District, Beach Club Hotel, Fort Lauderdale, Fla.

May 13-14. Point-of-Purchase Advertising Institute, third annual meeting, Mayflower Hotel, Washington, D. C.

May 15-18. National Sales Executives, annual convention, Buffalo, N. Y.

May 23-25. Assn. of Railroad Advertising Managers, Diplomat Hotel, Hollywood, Fla.

May 26-29. Federation of Canadian Advertising and Sales Clubs, 12th annual convention, Royal Hotel, Guelph, Ontario.

May 26-31. National Federation of Advertising Agencies, annual management conference, Northernaire Hotel, Three Lakes, Wis.

June 1-3. International Advertising Assn., annual convention, Waldorf-Astoria, New York.

June 5-8. Advertising Federation of America, 56th annual convention, Hotel Astor, New York.

June 5-9. Assn. of Industrial Advertisers, annual convention, Shoreham Hotel, Washington, D. C.

June 8-9. Fifth annual Circulation Seminar for Business Publications, Pick-Congress Hotel, Chicago.

June 12-15. National Assn. of Direct Selling Companies, Hotel Statler, New York.

June 15-17. American Marketing Assn., annual meeting, Hotel Leamington, Minneapolis.

June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

*July 24-Aug. 5. Advertising Federation of America, second annual management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

*Sept. 9-11. Iowa Daily Press Assn., 26th annual meeting, Des Moines.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

*Oct. 4. Assn. of National Advertisers, workshop on advertising management, Ambassador Hotel, Chicago.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn. annual convention, Advertising Club of New York.

*Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

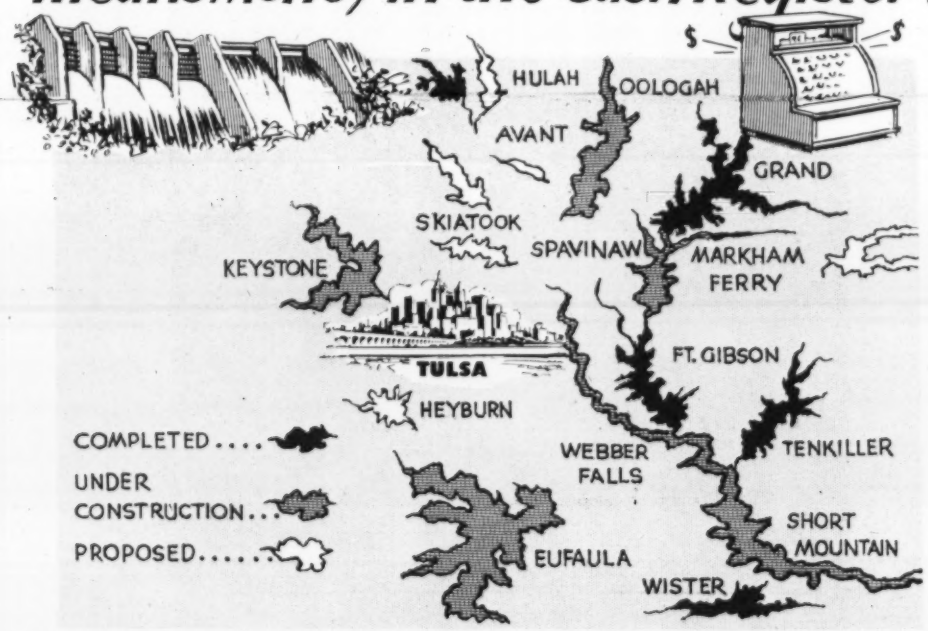
Nov. 14-16. Annual convention, Broadcasters' Promotion Assn., Sheraton Charles Hotel, New Orleans.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Putman Boosts Leo Smith

Putman Publishing Co., Chicago, has named Leo L. Smith western advertising director of *Food Business* and *Food Processing*. Mr. Smith has been with Putman for the past three years as Pittsburgh district manager for the two magazines.

WATER OVER THE DAM....
means Money in the Cash Register!



Eastern Oklahoma is One of the Nation's Greatest Lake Areas

Did you know that Eastern Oklahoma is one of the nation's greatest "lake" areas? Oklahoma leads the nation in parks, state lodges and recreational facilities built around water. And what does this mean to advertisers? MORE SALES. Eastern Oklahoma counties that now have lakes (see above map) average 150 per cent more retail sales than other counties in the state in percentage increase over the last decade. All of these lakes nestle within the Tulsa trade territory, making Tulsa still more important in your marketing plans. Tell Tulsa . . . Sell Tulsa! One of the highest disposable per capita income areas in the U. S. And completely covered by the Oil Capital Newspapers!

for MORE business . . . USE . . .

THE OIL CAPITAL NEWSPAPERS

TULSA WORLD
TULSA TRIBUNE

MORNING ● EVENING ● SUNDAY
Represented Nationally by The Branham Co., Offices in Principal U.S.A. Cities

GOES TOGETHER.. LIKE APPLE PIE AND WISCONSIN CHEESE!

You Don't cover one of Wisconsin's richest markets unless you use the two newspapers which saturate the GREEN BAY-APPLETON INTERURBIA

Jan., 1960 Combined Average Circulation 83,051

* Both are national award winning newspapers
* Both offered at a low combination rate
* Both are available for test campaigns
* Both offer extra merchandising benefits

GREEN BAY PRESS-GAZETTE
January, 1960 Average Circulation: 42,496

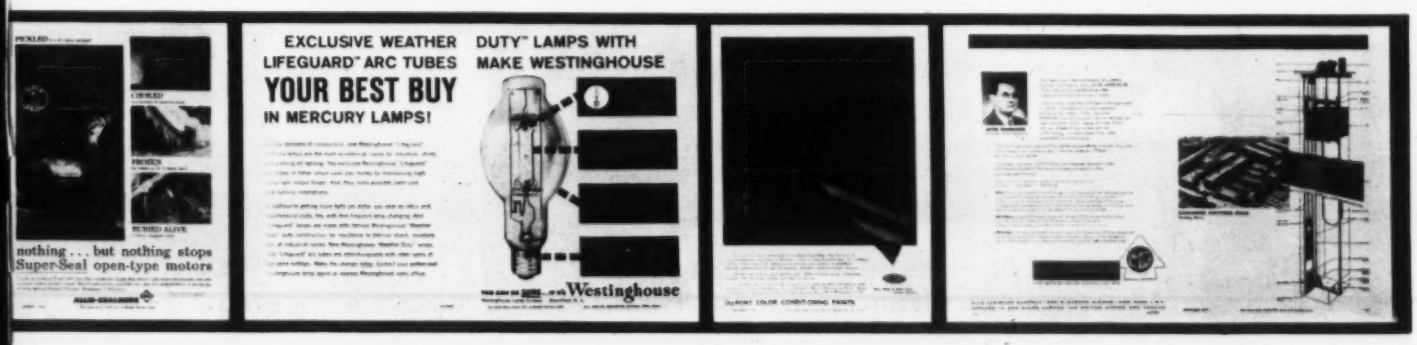
APPLETON POST-CRESCENT
January, 1960 Average Circulation: 39,555

Represented Nationally by SAWYER-FERGUSON-WALKER COMPANY, Inc.

MANY ADS...

MANY PRODUCTS...

ONE AUDIENCE



Each of these ads ran in FACTORY to reach a very particular audience: the men who manage operations in manufacturing plants.

Rarely is it possible to be certain of any one title or functional group as the *sole* buying influence for your product. So it makes sense to advertise to as many of the probable buying influences as you can, and as often as you can.

FACTORY reaches more of these men who manage plant operations *at lower cost than any other businesspaper.*

FACTORY

A McGraw-Hill Publication

330 West 42nd Street, New York 36, N. Y.

GOING PLACES...

The annual International Advertising Issue of Advertising Age will present hard-to-get data, major developments and trends in advertising and marketing around the world and will include these editorial highlights.

A report on the advertising business in Venezuela, one of the most important U. S. markets in Latin America, based on an on-the-spot survey.

An exclusive detailed report and analysis of advertising expenditures around the world.

A graphic presentation of outstanding European advertising.

Reports from Great Britain and Switzerland on the big movement of U. S. companies into the European market.

A profile of one of the world's leading advertisers, with an insight into its advertising methods.

A report on the leading advertisers in international media.

On-the-spot reports from other important advertising centers of the world: Australia, Mexico, Germany, Sweden.

each week Ad Age "goes places" to cover developments of international advertising and marketing

A Latin American convention . . . the opening of a London agency . . . an interview with an Australian marketing specialist—Ad Age's international editor and his staff of correspondents "go places" to report news and trends of this growing, fast-moving field. These reporters and writers are everywhere . . . talking, asking, listening, checking, appraising, analysing and writing . . . to provide coverage that is accurate, concise and complete.

That's why so many internationally minded Ad Age readers are looking forward to the annual International Advertising Issue to be published on May 30. Here, set off by a "second front page," is a profile of international advertising as it stands today. Here are the authoritative facts, forecasts and detailed statistics needed by those who are concerned with international marketing affairs.

This issue will be delivered to the largest paid circulation ever assembled by an advertising publication—over 47,000! Needless to say, many marketing executives in this great audience, with international responsibilities, will look to this issue for information on how they can improve and extend their foreign marketing programs.

If you have space, time, services or materials which are of value in international advertising, you have vital information for these executives. Here is the ideal time to tell your story to these men, as their attention will be editorially focused on your market areas in the International Advertising Issue.

Plan now—today—to take advantage of this once-a-year opportunity to build business for your medium, service or product. Reserve sufficient space to present your message to these international advertisers.

Closing Date: May 18, 1960

Latin America's Young Ad Field Is Growing Up
IAA Caracas Meeting Hears Disputes on Media Rates, Commission Setup
Gamble Finds Ad Business Booms in Europe, Australia; Doesn't in S.E. Asia, Mid-East
CAAA Backs Move to Form Canadian Ad Mediation Board
'Can't Open Abroad Gradually,' Says BBDO; Adds $8,000,000 Dolan Agency
Noble Buy Aims to Cut Multiple Spots in Mexico City TV
Adman in the News ... Joe Novas
Noble Advertising Names Katz El Salvador Manager
Advertising Age
international advertising issue
publication date may 30, 1960

SALES-MAKING FACTS? WESTERN UNION SURVEY SERVICE LINES 'EM UP FOR YOU!

Trained Western Union personnel in over 1,625 cities are ready to spot-check TV or radio audience reaction, make traffic counts, or conduct detailed surveys. Western Union Survey Service gets the selling and marketing facts you need . . . when you need them. Whether it's counting noses or "nuts and bolts," if you've got the questions, we'll get the answers!

Wire us collect for the complete story. Address: Western Union Special Service Division, Dept. 2-A, New York, N. Y.

WESTERN UNION

SPECIAL SERVICES

Feature Section

Advertising Age

Peeled Eye Sights Reducers, Fiddlers

How to Figure Agency Fees—Groesbeck

Diamond Explains AP's Unfair Claim Fight

Who's a Dishonest Coffee Lover?—Woolf

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Tyler Picks Ten for March . . .

Strike a Blow for Advertising— With Likeable, Efficient Ads

By William D. Tyler

Suddenly, writing this column seems almost important. Turning a spotlight on ads that are persuasive, copy that shows talent, art that shows taste, and selling ideas that sometimes show genius, is one of many things that must be done if we are to work out a way of going that will overcome the current public resentment of our favorite mode of expression. Only through an increasing ratio of advertisements that are both likeable and efficient, can we win the admiration and, ultimately, the respect of the public. These, then, are days when the ad that makes a friend as it makes a sale, not only is good for our clients' business, but strikes a blow for advertising itself.

William D. Tyler

Kerid Ear Drops

The ad shown here points out the knottiest ethical problem facing advertising in this, its reformation period. Here is a small-space ad that is undoubtedly effective. Simple, powerful, direct, telegraphic, unmistakable and inescapable. Nothing dishonest or misleading about it either. Objectionable? Of course. It's in brutal bad taste. But that is also its strength. What to do? Is advertising to be written for the aesthetic minority or the strong-stomached majority? What is the dividing line between earthy reality and vulgarity? Just how squeamish is the American public? And who's to measure the precise degree at which our collective stomach turns? Fortunately for the client's sales, Leon Meadow, who wrote this ad, and George Lois, who so tellingly laid it out, concerned themselves only with selling Kerid, not with these esoteric considerations. Doyle Dane Bernbach is the agency.

Yardley Cologne

The New Yorker page for Red Roses cologne was about the most unpretentious introduction that ever launched a new scent. Yet I bet it sunk the name home in a more pleasingly elegant manner than most such ads. The idea of making a vase out of the bottle is not only a pleasant conceit—it brands in the name. Putting a honey bee on the lip of the bottle, and a rose petal under the stopper, did no harm either. Nor did the copy line by Maureen Murdoch: "The first true-rose fragrance." Visual ideas by art director Paul Darrow of N. W. Ayer & Son.

British Overseas Airways

The idea here was to dramatize the low down-payment necessary for a jet flight to Europe, 10%, or $26. The campaign, of which this ad is a typical example, may be a trifle misleading, but you must admit it makes a powerful bargain appeal. Each ad selects a different item to illustrate the $26 expenditure. Raymond Browne of Victor Bennett Co. wrote the copy, Bob Kane was responsible for the layout.

Martin Aircraft

This advertiser would like to become known as the electronic leader in the missile age. This ad attempts to establish this—not an easy task. The theme lines are at top and bottom: Martin has already logged over 400,000,000 miles of space flight. And, the company employs 3,000 electrical or electronic engineers. What interested me was the illustrative device used to contribute to this feeling of electronic superiority. It is one that has long been overdue—a color photo of the precise and dramatic beauty of electronic circuitry. Art director James Steele of Ketchum, MacLeod & Grove gets the credit. Copy by Harry Bender.

Vanish Toilet Cleaner

This 4-color half-pager from *Reader's Digest* does something you never thought you'd see. It makes a toilet-bowl cleaning a classy pursuit. The bowl itself looks like Greek sculpture, the model obviously just stepped off the sands at Bailey's Beach, and the white-on-white of the layout makes the over-all effect chic-er than Nieman-Marcus. To top it all, the ad is fast. The model's hands, the product alongside the bowl, and Priscilla Douglas' headline, "Look! No scouring!" tell the whole story. Dana Cairns of Y&R is responsible for the layout, Richard Rutledge for the photography.

Polyderm Face Cream

What would you do if you had as complex a product story as this to tell: "A face cream works better for middle-agers at night because it supplies polyunsaturates at the time when these youthifying ingredients are most needed to recharge the skin." You would do well to study what Prince Matchabelli did to make this readable. Nan Findlow's copy group used a beauty-hints column approach, with an editorial headline: "Do Face Creams Work Better at Night?" by Helen F. Porter. Long copy gets over this technical story in both a convincing and interesting manner, makes the product seem unique. Written by Thompson's Mary Hayes and Barbara Eisler.

Town and Country Shoes

Most women's shoe advertising is item advertising and that's probably as it should be. Women are more interested in shoe styles than in shoe lines. However, if you wanted to go the institutional route and try to say that shoes bearing your label were smart, comfortable, and popular, you couldn't do much better than Wallie Armbruster's group at D'Arcy in St. Louis has done for Town and Country in the ad shown here. The parenthetical line, "There goes that red box again," says popularity in a disarming way. Gene Kowall's layout says smartness, even if the model doesn't. And comfort is taken care of beautifully in the headline, "For the Young Woman Who *Lives* in a Shoe." Good job.

Don't take risks! Now there's a safer, better way to remove ear wax.
Don't take risks trying to get out buried, impacted ear wax. You may puncture your ear drums. Now there's a new, safer and better way to remove ear wax at home—with Kerid® Drops. Medically-tested ingredients in New Formula Kerid will remove even deep, stubborn wax painlessly in minutes!
New formula
kerid

Kerid

New VANISH cleans, disinfects, bleaches and deodorizes by itself!

Don't scour! VANISH cleans and bleaches stubborn stains, thoroughly disinfects ...and freshens the whole bathroom. All you do is brush and flush away the suds . . . because VANISH *cleans by chemical action!*

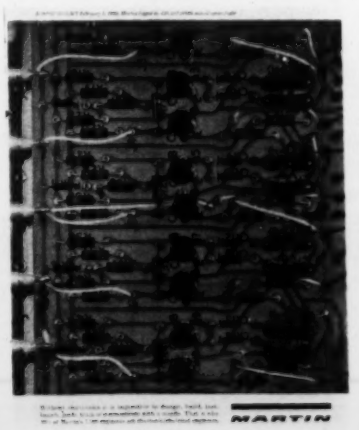
VANISH

Vanish

Yardley

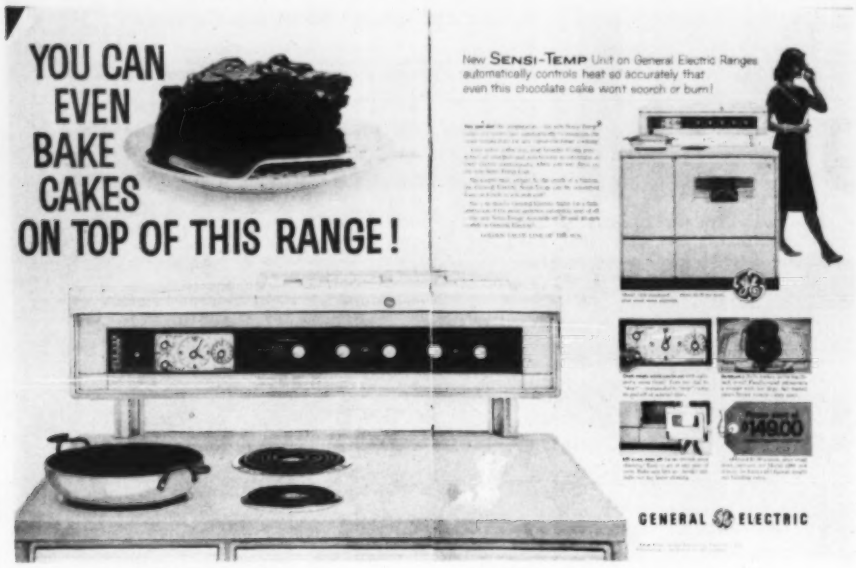
BOAC

Polyderm



Martin

Town & Country


YOU CAN EVEN BAKE CAKES ON TOP OF THIS RANGE!
New SENSI-TEMP Unit on General Electric Ranges automatically controls heat so accurately that even this chocolate cake won't scorch or burn!
$149.00
GENERAL ELECTRIC

General Electric

BIG SPENDERS TURN THE PAGE!
[YOU WON'T ENJOY THIS ADVERTISEMENT]
YOU SAVE MORE MONEY.
YOU SAVE MORE TIME.
YOU SAVE MORE FUN!
YOU SAVE YOUR NERVES.
YOU SAVE MORE GAS.
MORRIS MINOR $1495

Morris Minor

Air France

General Electric Ranges

What has been so good about G-E appliance advertising is the lack of meaningless bombast, confusing feature claims, and other advertising dodges intended more to reassure the distributor than to inform the consumer. Take the simple directness of this headline by Y&R's Natalie Barry: "You Can Even Bake Cakes on Top of this Range!" Not to promote such practices, but to dramatize the new unit that "controls heat so accurately that even this chocolate cake won't scorch or burn!" Layout by Hank Quell. Copy supervisor, Dermott McCarthy. Another current example: "4 and ½ minutes after dessert you're done!" for the G-E portable dishwasher. Al Hampel wrote that one. Bob Higbee is the supervisor.

Morris Minor Automobile

The promotion for small cars continues to churn up what was once the majestic calm of the automotive advertising waters. And a good thing, too. Now the Minor joins the ranks with its precocious headline by Sally Wreszin of Chester Gore Co.: "Big Spenders Turn The Page (you won't enjoy this advertisement)." Straightforward copy, unmannered and unadorned, reads like this in part: "The Minor is an evolutionary car, perfected over twelve years. There isn't a 'bug' in it. Owners actually get up to 40 miles on a gallon of gas. It will go from New York to Boston on only $1.56 for fuel." The price is neither hidden nor merely hinted at. Look at the signature. Layout by Manuel Grossberg.

Air France Jet

This airline has two points to make: Its jets are fast and its food is good. Glenn Verrill of BBDO put the two together and came up with what I think is a great ad. The headline reads, "7 Course Meal—1600 Miles Long." Pictured is each course with captions, which serve as a sort of log for the meal. Starts with, "250 miles out—Les Cocktails et le Menu." And ends, "1600 miles out—Le Cafe et les Liqueurs." The layout was Martin Stevens', and, if you can think of a better way to sell the cuisine and the speed of jet travel, I'll eat it. #

AD-VERSE REACTIONS

"with charity toward none"

By Draper Daniels

Merchandising Man

On Mondays, he is first to say
What should have been done Saturday.
He claims to know the ways of marts
Through reams of figures and of charts.
Exactly what he does, or why,
Is not apparent to the eye.

Tips for the Production Man . . .

Penetrating the Gloom of Night

By Kenneth B. Butler

The Post Office Department is conducting a series of open houses for production men in the Chicago post office, an experiment which may be extended later to other principal cities.

The "course" consists of four three-hour sessions. Those who successfully complete the program acquire a graduation certificate and a portfolio of interesting and valuable data on postage and mailings.

Each class attends a given day each week from 9 to 12 a.m. There are about 30 students in each clinic group. The program includes tours, films, color slides, instruction materials and discussions on the various aspects of postal services, rates, classifications, etc.

The tours show the visitor what the post office is doing to move the mail faster mechanically. The various electronic and scanning devices used in the modern, streamlined operation of the office are shown.

■ All four classes of postal handling are explained, as well as the intricacies of registered mail, air mail, international and certified mail. Unmailable items are explained; even ways to lower mailing costs by understanding the various categories. For example, the student is reminded that spoiled envelopes and tapes which already have been metered, can be redeemed at the post office for 90% of their face value.

Another bit of advice from Uncle Sam: Don't use air mail or special delivery to business firms when mailing at week's close. Since business firms are closed, they will receive the mail just as quickly if sent by regular mail. They also advise the use of "special handling" instead of special delivery on parcel post shipments. The cost is lower.

■ Other bits of handy information: The postage for authorized nonprofit organizations is 50% of the regular minimum bulk mail rate, but circulars may not weigh more than 2 ounces and catalogs not more than 3.2 ounces each. If envelopes are larger than 9x12" the mail will take the 3½¢ minimum bulk rate. Third-class domestic envelopes may be sealed only when one or both dimensions are larger than five inches in width or 11½ inches in length.

To sign up for the Chicago Postal Clinic, contact the Public Relations Office, United States Post Office, Chicago 7. #

On the Merchandising Front . . .

Uncle Sam, Deliver Marketing From the Statistical Jungle

By E. B. Weiss

Last summer, William McChesney Martin Jr., chairman of the Federal Reserve Board, noted that the nation's growth was "materially greater" than indicated by acceptable statistical measurements. In the last decade, he said, the over-all rate of growth had been 20% faster than previously estimated.

E. B. Weiss

More recently Uncle Sam found out that some 4 million Americans listed as farmers aren't farmers at all. This is due to a new yardstick defining a farmer. And the end result is that the farm population takes a dizzying drop in numbers.

In late 1959, the opening paragraph of a front-page article in the *Wall Street Journal* began this way:

"LOST: From 1.5 million to 2 million houses, worth $15 billion, in the United States, some time between 1950 and 1956."

■ The article continued: "These homes didn't disappear as the result of fire or some other disaster. Rather, they were overlooked when federal statisticians were making their estimates of numbers of new housing starts. Instead of 8 million houses being constructed in those years, government officials now think the number was closer to 10 million."

And then the *Wall Street Journal* rammed home a devastating attack on our business statistics and indices with this acid comment:

"Construction statistics are not the only major economic indicators that are in error. Other computations widely used in business planning, ranging from the consumer price index to the gross national product, have come under frequent attack. The Federal Reserve Board recently told the Joint Congressional Economic Committee at hearings in Washington that the over-all rate of growth of the economy in the past 10 years has been about 20% larger than that reported by key federal indicators, including the board's own index of industrial production. "In the case of construction statistics, federal officials freely concede they may be wrong by 20% or more. No one knows for certain where or how the errors creep in. And the usefulness of these statistics is seriously impaired by their failure to include billions of dollars of repair work."

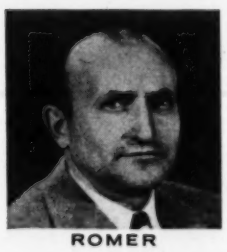
Economists know that some of our government-compiled statistical tools are dull, clumsy, unwieldy and rather unreliable. They use them just the same—but usually with their eyes open although their consciences may be partly closed.

Marketing men tend not to be equally aware that too many of the government statistics and indices they use have small mathematical validity.

Unfortunately, incompetent statistics and indices can too seldom be used competently—either by economists *or* by marketing executives.

A few years ago, the *New York Times* reported from its famed Washington bureau that: "A congressional committee is about to look into the adequacy of the government's economic statistics. The inquiry will come none too soon in the

What makes a newspaper great?



ROMER

Is Castro a Communist, or isn't he?

While many Americans are still trying to make sense out of the flamboyant Cuban's tirades, Upper Midwest newspaper readers have had a running start over the rest of the nation in evaluating answers to that question—thanks to a remarkably accurate forecast of Caribbean events-to-come made just one year ago by a bouncy little Minneapolis Tribune reporter named Sam Romer.

Even before the victorious Castro visited the United States in April, 1959, Upper Midwest newspaper readers had known the facts behind the bearded revolutionary's expressed goals—as revealed in Sam's series, "Will the Communists Take Cuba?" The result of a 4-week tour of Caribbean trouble-spots, the series pointed with unswerving accuracy at Communist aims and tactics in the area. Sam's fluent, if colloquial, Spanish and his canny evaluation of the pronouncements of government officials, nationalist leaders and underground partisans resulted in a story which jolted Minneapolis Tribune readers.

No less surprising to discerning Upper Midwesterners was the byline on the series: Sam Romer is one of the most seasoned *labor* news reporters in the country. A one-time publicity trouble-shooter for the International Ladies' Garment Workers Union and former chief of the allied forces labor relations section in occupied Japan, Romer is equally at home interviewing strikers on a picket line or management behind polished desks, cutting through a maze of intricate labor law or putting his finger on the occasional racketeer who insinuates himself into a union. (The latter activity once earned him a bomb-threat from a since-convicted hoodlum whom he'd given "bad publicity".)

As his Caribbean report reveals, Sam Romer is far more than a specialist in a limited field. Like so many other specialists who staff the Minneapolis Star and Tribune, he is foremost a good, general reporter. Thorough going competence, knowledge and experience are cover-to-cover characteristics of these newspapers—qualities which help explain why they are read so closely, enjoyed so much and respected so widely throughout an entire region: America's 3⅓ state Upper Midwest.

Minneapolis Star *and* Tribune

EVENING MORNING & SUNDAY

650,000 SUNDAY · 515,000 DAILY

JOHN COWLES, *President*

Copyright 1960, Minneapolis Star and Tribune Co.

ART & COPY

opinion of some top officials, who feel that *many essential indices enjoy a better reputation than they deserve.*"

And, continuing to the specific, the *New York Times* reported: "A *government* (note this well) memorandum, prepared for inter-office information, says that 'statistics on inventories, sales and orders are unreliable. This is because of the small sample that is used—and the failure to get reports from a sufficient percentage of the sample forms that are sent out.' "

■ That was written over five years ago. Those statistics on inventories, sales and orders since have been improved—somewhat. But the fact is that: (1) Before these statistics were improved they were presented as—and used as—gospel and (2) they now are improved, but *still* are imperfect, yet they *continue* to be presented—and used—as gospel. (Ten years from now we will be told about their present inaccuracies!)

A few years ago, *Chain Store Age* discovered that, for one year, the Census Bureau had reported chain drug sales at, roundly, $1,400,000,000. But *Chain Store Age* calculates sales for those chain drugs at $1,770,000,000. The discrepancy was on the order of 20%. It was later acknowledged by census to be an error—an error in statistical procedure!

How many market analyses of the chain drug trade went astray as a consequence? (A check in Baltimore on food outlet statistics uncovered even wider discrepancies in government figures!)

Our most commonly used statistic is Gross National Product. Its components are a conglomeration of guesses, estimates, rough calculations, etc. But it's used every day of the week as though it were as accurate as Greenwich time! Its main value stems from consistency of compilation.

■ The marketing world dotes on statistics showing trends in population growth. And, as always—since these are statistics—they are accepted as gospel. Yet most every projection of population growth made for the last 30 to 50 years has been remarkably wrong.

Example: In 1932 the President's research committee on social trends (which included the best population experts) predicted a population of between 145,000,000 and 170,000,000 in 1980. Actually, we shot past the 175,000,000 population figure in 1958—some 22 years ahead of the most optimistic schedule set back there in 1932!

■ The Bureau of Labor Statistics has a so-called "market basket" that is the darling of those among the statistical-minded who play fast and loose with indices. It forms the basis for the bureau's price index. Unfortunately, it fails to reflect many of the costs that millions of families must shoulder. Home construction costs are not included. Costs of travel, of education are not included. Nor is there any reflection in this market basket of the rising costs of building highways and schools, etc.

The bureau's market basket fails to measure new price lines. It cannot measure quality. It cannot measure the obsolescence factor. It cannot measure such changes in prices as cutting down the "count," cutting the size or weight of an item, etc.

Late in 1958, Ewan Clague, commissioner of labor statistics, confessed to several weaknesses in the monthly Consumer Price Index. He said, at a bank meeting:

"The great spread of discounting means we need more quotations on discounted items. The increase in suburban stores requires additions to our list of stores."

■ A third limitation, said Mr. Clague, arises from the gradual shift in family buying habits. Since the last survey, *eight years ago,* Mr. Clague said: "Family incomes have risen 25% or more. When a family's income increases, its spending patterns also change. *However, the bureau cannot make any fundamental changes in the approximately 300 items of goods and services on which the index is based until another survey is made.*"

For one calendar quarter recently the Commerce Department showed that consumers had *decreased* their savings rate. But the Federal Home Loan Bank Board reported that savings of the cash type were at a *record rate* for that same quarter.

How come?

Well—the Commerce Department's "savings" figures include such items as "inventory changes of unincorporated business" and "net debt repayment on consumer durable goods." The Federal Loan figures were confined to savings of the cash type (savings accounts, government savings bonds, life insurance).

■ These contradictions in presumably similar indices can always be "explained." And "improvement" is always around the corner. Unfortunately, when business executives are given neat statistical summaries based on such indices, they too seldom are given the "explanations!"

Census Bureau statistics on employment-unemployment have been known to contradict similar statistics by the Bureau of Labor. How come?

Well, take the example of an hourly worker who is home sick. Even though he is not on a payroll, he isn't looking for a job, for he has one.

The Bureau of Census, which compiles its monthly figures of employment by surveying a sample of the general population, counts this man as employed. The Bureau of Labor Statistics *will not* include this man in its count of employed. He is not on any payroll.

In its original data on expenditures for all drug preparations and sundries, the government reported that the total rose from $1,358,000,000 in 1948 to $1,885,000,000 in 1956—an increase of $527,000,000.

■ But annual prescription surveys show that between 1948 and 1956, prescription volume alone, which is part of the over-all "drug preparations" category, rose from $620,500,000 to $1,466,200,000—an increase of more than $800,000,000, just on prescriptions! (In its newly revised series of figures on expenditures for drug preparations and sundries, the government has changed all its figures from 1948 through 1956. *The 1956 figure, originally* $1,885,000,000, *now becomes* $2,869,000,000! In 1957, the government reports, the total increased to $3,098,000,000.)

The U.S. Treasury Department issues figures on annual income. So does the Department of Commerce. Again, as so often happens when two government agencies work on similar statistics—the resulting totals show *wide* variance. One reason: Commerce's profit figures do not include gains from investments.

In connection with this figure, it is significant to note that an analysis of corporate income tax returns for one year showed that corporation net profits, after taxes, for that year ran 25% *ahead* of initial Commerce Department estimates for that year. The difference involved an estimate of $21 billion and the final figure of $26.2 billion.

Now it so happens that these Commerce Department estimates are used in projecting a number of important economic yardsticks—such as the gross national product figure previously mentioned. Here, then, is an error on the order of over $5 billion in just one of the numerous components of that much-used figure.

You may have read that the "average factory price of shoes in 1947 was $3.72. Ten years later, in 1957, the average price of shoes was $3.61." You say, "Why that's remarkable; during a decade of inflation, the average price of shoes actually

The Creative Man's Corner . . .

A Rare Find

Remarkable New Blade Scores A Terrific Hit!

WE made some strong promises when we introduced the new Gillette *Super* Blue Blade a few weeks ago but the wave of enthusiastic approval coming from men everywhere tells us the new *Super* Blue Blade has made good in every way.

In its first few weeks the performance of the new *Super* Blue Blade has caused more okay talk than any other product ever to hit the shaving world.

Many users say shaving is so effortless it actually feels as though there is no blade in the razor.

This new Gillette *Super* Blue Blade is now delivering almost unbelievable shaving ease and comfort *even to men with the toughest beards and the tenderest skin.*

And men with average beards have discovered the new Gillette *Super* Blue Blade brings a degree of shaving luxury they never dreamed possible.

Now most retailers have the new Gillette *Super* Blue Blade in stock. A dispenser of 10 costs 69¢. The new *Super* Blue Blade is also packed in the new Adjustable Razor set at $1.95.

Remember it is unconditionally guaranteed to give you the easiest and cleanest shaves you ever had *no matter what shaving method you have used in the past!* And this new blade is precision engineered to fit exactly all Gillette Razors.

No words can tell you how fine this new Gillette *Super* Blue Blade is. You'll have to use it to believe it. So if your retailer is out of stock, write The Gillette Co., P.O. Box No. 850, Boston, Mass., and we will send you two trial blades without charge.

At the risk of bringing down maledictions from a dozen directions, we hereby bestow a bouquet on this beautifully simple, simply beautiful all-type b&w magazine page. In the magazine, it faces a four-color page—and steals the show. Gillette must think highly of it, for it carries a copyright notice.

Flouting the rules once so inexorably laid down by Mr. Townsend, that old-fashioned Cheltenham Bold Condensed heading mentions neither the name of the manufacturer nor a benefit to be gained by the consumer. But can you ignore it? Even though there is nothing cute about it—no pun, no mystery, no clever twist of language—it reaches out and grabs your attention. Even without the word, "amazing."

Note the typography. Two columns, to save eyes and invite reading. Plenty of leading. Short paragraphs. All right, so the first paragraph is one sentence of 41 words, unbroken by even so much as a comma—it's still easy to read. If one is inclined to quibble, he could argue that there should be a comma after "ago." But we'll wager you a semicolon and a set of brand new ellipses that you didn't miss that comma on the first reading.

Note the sequence of thought, painstakingly worked out. Wave of approval—performance causing okay talk—what users say. What the blade does for men with tough beards—for men with average beards. Where you can get it and what it costs. The guarantee. And the big-hearted offer to send you two trial blades for free if your retailer is out of stock. You don't even have to send the retailer's name!

Note, too, the wholly unorthodox finish. No bold trademark. No smashing black display of name and address. No slogan, for goodness' sake! You have to read the whole ad to find that free offer—and our guess is the Gillette Co. will learn, perhaps regretfully, that a lot of people have read it.

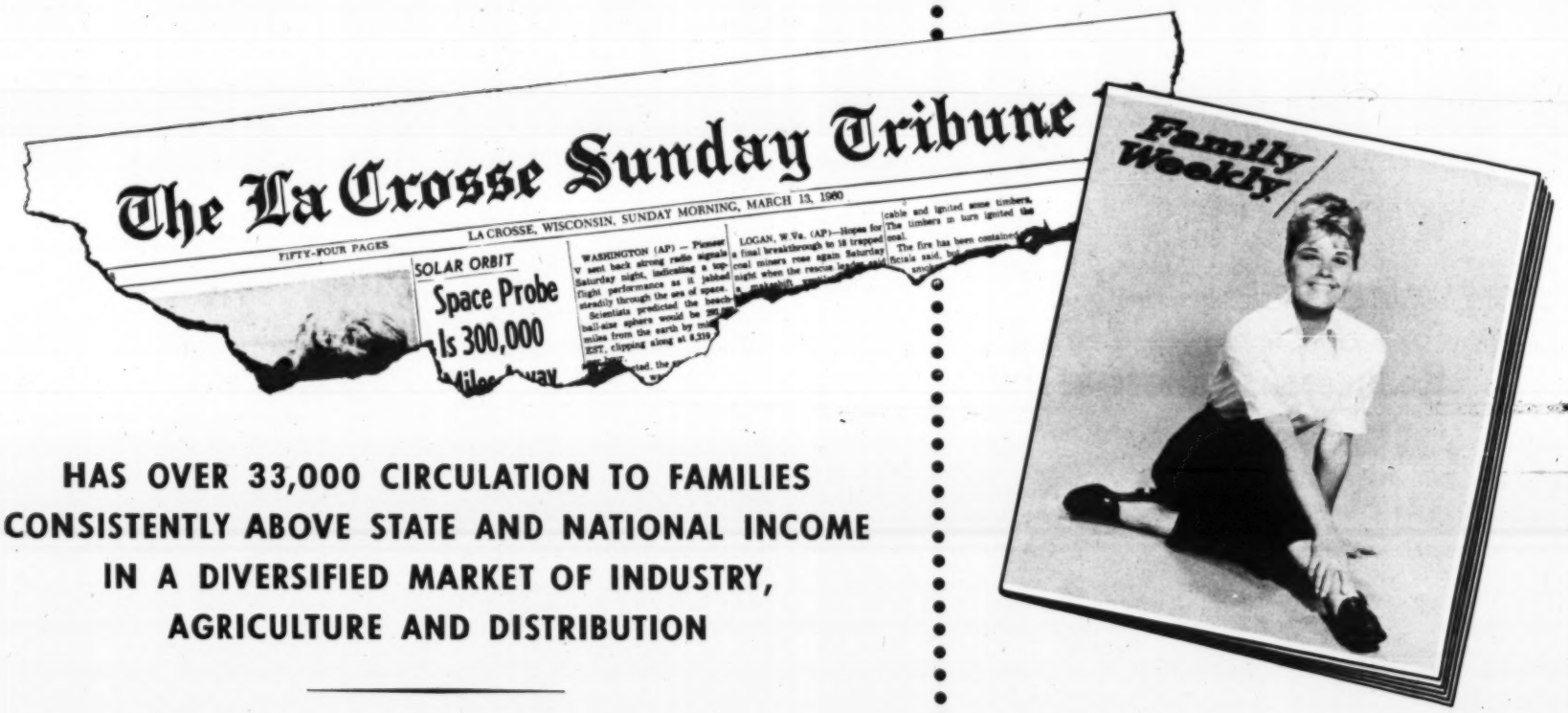
We think it's a remarkable ad—a fine piece of copy standing on its own feet without benefit of art. As Gobel would say, you can't hardly find them kind no more. #

Family Weekly

now to be distributed with the La Crosse Tribune

now gives you 100% coverage in La Crosse County, Wisconsin

...60% coverage in the 7 surrounding counties



HAS OVER 33,000 CIRCULATION TO FAMILIES CONSISTENTLY ABOVE STATE AND NATIONAL INCOME IN A DIVERSIFIED MARKET OF INDUSTRY, AGRICULTURE AND DISTRIBUTION

IS 140 MILES FROM THE NEAREST MAJOR NEWSPAPER INFLUENCE

COVERS WISCONSIN'S 3rd LARGEST MARKET IN ABC CITY AND RETAIL TRADING ZONE

INFLUENCES A RETAIL TRADING AREA OF 218,281 PERSONS WITH A CONSUMER SPENDABLE INCOME OF $300,000,000 ANNUALLY

LIKE FAMILY WEEKLY'S OTHER 188 PAPERS—
The La Crosse Tribune is of *prime value* to its community, giving *complete editorial and market coverage.*

Family Weekly
153 North Michigan Avenue, Chicago 1, Illinois
LEONARD S. DAVIDOW, *Publisher*
PATRICK E. O'ROURKE, *Advertising Director*

Family Weekly

now distributed by 189 influential papers in the major Middle Markets

- 4,867,826 families read Family Weekly with their local Sunday newspaper leisurely, completely, responsively.
- Distributed now by 189 highly influential newspapers, Family Weekly provides an unusual national marketing coverage *not duplicated by other national media.*
- **NO OTHER PUBLICATION OFFERS HIGHER AD READERSHIP PER DOLLAR THAN FAMILY WEEKLY.**
- Family Weekly readers own 117 cars per 100 families. 21.9% own two or more cars.
- Tremendous use of merchandising tie-ins show dealers' acceptance of Family Weekly as having the most pulling power *locally* among all national publications.
- Family Weekly Markets are more responsive, not as much influenced by wheeling-and-dealing . . . pleasant, productive and profitable places to do business!

dropped 10¢. This is too good to be true." And indeed it is! You see—the "average shoe" of 1957 was not the same "average shoe" of 1947.

■ An article in *Fortune* had the following to say with respect to business statistics:

"The size of any market is, to some degree, what statisticans make it. This is particularly true of the so-called 'fun market,' which is subject to at least two different definitions. According to Department of Commerce figures on expenditures for 'recreation' and foreign travel, the 'fun market' will run this year to only $16 billion. But if we include other types of consumer spending that certainly are indirectly connected with recreation, as *Fortune* did in its series on the Changing American Market five years ago, the total this year is much larger—i.e., $41 billion."

(Incidentally, did you know that the Commerce Department includes over $9 billion spent for alcohol in "food and tobacco"?)

■ Because this article will be criticized for failure to report improvements, and plans for improvements in our statistics, I would like to quote from a letter dated Oct. 16, 1959, addressed to the Bureau of the Budget by the Federal Statistics Users' Conference, which had this to say:

"It has been especially gratifying to note the inauguration of work to improve federal construction statistics. Information about this important sector of the economy has long been inadequate. The improvements which can be expected from the programs launched in fiscal year 1959 and during the current fiscal year will correct some deficiencies, *but many important gaps in our knowledge about this vital area of the economy will remain.*"

■ Conclusions:

1. Our government statistics tend to be poorly planned, poorly gathered, poorly tabulated and sometimes poorly interpreted.

2. Our ability to interpret properly this statistical hodge-podge obviously can be of no higher order than the statistics themselves.

3. The world of marketing, especially through its national associations, would do well to prod the government to accelerate its program for improvement of its indices and its statistics.

4. It would do well also to look at these statistics with somewhat less awe and reverence until they *are* not merely "improved" but *considerably* improved. #

Strolling Through the Want Ads

Pete Wotton, of 24 Pondview, Trumbull, Conn., calls the following want ad excerpt to our electrified attention:

"CHICAGO . . . CHALLENGE ME!

"Wet my appetite with complex marketing problems. Will find logical solutions!"

Says Pete: "Shall we start with a small challenge in spelling?"

Y&R Fiddles as 'Better Homes' Readers Turn

"It is an *idea* which sells the product. An original, more than a copy. People *buy* ideas," says Young & Rubicam in its house ad, "The everlasting importance of playing first fiddle," in AA, March 7.

Turn the page and there's a big spread by *Better Homes and Gardens* with the headline, "People looking for ideas look to the family IDEA magazine."

And who do you suppose called these "idea magazine" and "first fiddle" ads to our attention? One Roy Fidler, who else? #

The everlasting importance of playing first fiddle

People looking for ideas look to
the family IDEA magazine
Better Homes and Gardens
Better Homes and Gardens . . . where America shops for ideas that make sales

The Peeled Eye Department . . .

Reducers, Fiddlers at Work

By Dick Neff

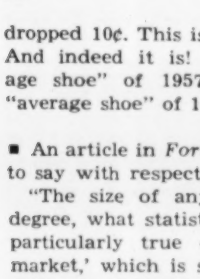
Look, Ma!

Please examine the shapely model in the Stauffer ad shown here.

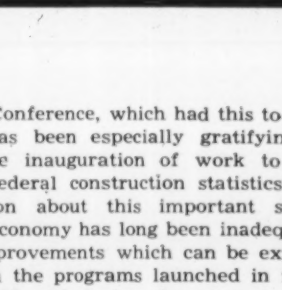
"How is this for effective reducing?" asks William S. Thomas, Jr., art director at Jack M. Doyle Advertising, Louisville, Ky.

Copy points out how "Stauffer System's passive exercise trims inches from hips, tummy, thighs, ankles, upper arms and neckline."

Says Mr. Thomas: "You can also trim inches from the lower arm."



Dick Neff



The Irrepressible Make-up Man

"We were delighted with the proximity of the Buick advertisement to the news item headlined 'Buick Output Cut to 4 Day Week in Flint'," writes Harvey A. Dreyer, of Harvey Dreyer Associates, New York City.

"The juxtaposition explains why things are quiet with the '60 Buick."

THE QUIET BUICK '60
Buick Output Cut To 4-Day Week In Flint
THE CAR THAT MAKES A WHISPER OUT OF THE ROAR OF THE OPEN ROAD!
TAKE A TURN IN THE TURBINE DRIVE BUICK '60
SEE YOUR LOCAL AUTHORIZED BUICK DEALER NOW!

'Oh, John—I Thought You'd Never Ask!'

Down from Wisconsin—from Ken Green of Nekoosa-Edwards Paper Co. in Port Edwards, to be exact—comes this Reply-O-Letter advertisement.

"From the 'bedroom eye' look this gal is giving her boss, you'd think he just proposed to her rather than casually asking her to mail a little ol card," says Ken.

Looking at Radio and Television . . .

Do-It-Yourself Network Not Yet in Sight

By the Eye and Ear Man

The new network attitude toward outside package shows was brought vividly home by the flat refusal of all three networks to take a space show for Shulton, which could only have brought credit on the carriers. The significance of the decision is not the individual case, but the reflection of the increasing unwillingness of the networks to take anything they do not originate and control—and sometimes profit by.

The case in point is a space show, done by a competent outside, independent production unit, including some exclusive Russian film. The producer expressed willingness to cut or modify any part of the film for policy, and the advertiser offered to foot the bill for changes. The show was enthusiastically previewed by the press, most major advertisers who saw it, and is up for several academy awards.

■ It is hard to see why the networks turned it down. All three could use this kind of program for prestige purposes, satisfactory time was available, which would mean a profit to the networks. The advertiser was willing to commit for three or four more shows, subject to the approval of the networks before filming, and the kudos seemed built-in in advance.

Why then did they turn the show down? CBS reportedly stated that it had treated the subject adequately on sponsored shows and didn't see any purpose in doing another . . . NBC and ABC were said to have rejected the show on the advice of their news departments, which didn't like it. All networks held that public affairs shows of this sort should be produced by their own network staff. This despite the fact that all parties were agreeable to editorial changes at the direction of the network news departments. There was absolutely no collusion between the networks. The news departments reached unilateral conclusions without consulting their counterparts and the top management backed the decisions absolutely.

■ The end result was that the advertiser, refusing to go along with the turndown, went out and cleared adequate prime time on a station-by-station basis and—despite high print costs—he will undoubtedly do almost as good a job as he would have if he had used a network. The time in major markets may be on secondary stations but the rest of the country amounts to clearances in poor rating show times that the networks could have easily pre-empted themselves.

The easy conclusion at this time would be to report that, once the pattern was set by Shulton, that it marked the beginning of the end of networks.

Nothing could be farther from the truth.

While it will undoubtedly be possible for an advertiser with an important special to get time on local stations if a network

"I especially enjoy Ad Age's candid reporting..."

says

Edward M. Stern

Vice-President and Media Director

Foote, Cone & Belding, Chicago

"I read Advertising Age from cover to cover each week. It keeps me up to date on news in our fast-moving business. I especially enjoy Ad Age's candid, thorough and perceptive reporting of major stories."

Mr. Stern has executive responsibility for media decisions for all clients of Foote, Cone & Belding's Chicago office, which includes such major advertisers as Armour and Co., General Foods Corp., Hallmark Cards, Inc., S. C. Johnson & Son, Inc., Kimberly-Clark Corp., Kraft Foods, The Paper-Mate Co., Hiram Walker Inc. and Zenith Radio Corp. A 12-year veteran at FCB in Chicago, he progressed from senior media buyer to media supervisor, and was named manager of the media department in 1956. Two years later, he assumed the post of director of media and was elected a vice-president.

A native Chicagoan, Mr. Stern joined H. W. Kastor & Sons as a media buyer in 1938 and, except for a four-year tour of duty with the army during World War II, remained with that agency until 1946. He then moved on to Kuttner & Kuttner as media director—"a key move," as he puts it, for he met his wife at K & K. Mr. Stern's interest in media goes beyond the working day and includes active participation in the 4A Newspaper Committee.

Advertising Age

Coffee Marketer Yanks Ads, Hits 'Unfair' Rates

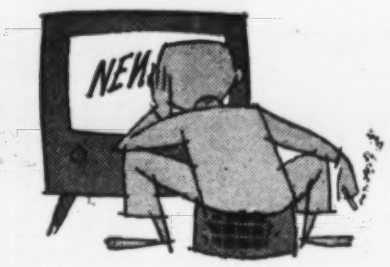
Last Illinois Stews Flashes

ABC NBC NBP

1 Year (52 issues) $3

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK



turns him down, he will spend a lot more money for prints and there will be no discounts. Nor can he be sure of achieving the circulation he can get via network because of spotty coverage and inadequate station coverage in the most important markets. It may cost him a lot more to promote the program than it normally would.

■ What is not feasible yet—and perhaps not in the foreseeable future—is a weekly station-by-station clearance of a half-hour program in prime time. Stations can afford to thumb their noses at their networks now and then, but they are not willing to do this on a weekly basis except in extremely marginal time. It must then be concluded that no advertiser can economically build his own "fourth network." The attitude of the networks to advertisers coming in with a program that they are willing to sponsor half of, or all of, and asking for good time is one of indifference, at best, and closed doors in many cases.

It is clear that, no matter how big the advertiser, all three networks have determined to lock their balanced programs in a schedule, and sell against that fixed schedule until supply and demand force them to make room for outside programs.

CBS and ABC seem more inflexible than NBC. And, they are successful in getting orders for their fixed schedules in sufficient numbers to hold the line. Even marginal times are being called back in the determined battle of the networks to control programs. This means the magazine concept in its absolute form.

■ It also means that the networks have accepted authority over and responsibility for programs in the eyes of the government bodies that regulate them. While there will be a few "advertiser-controlled-and-owned" programs that ultimately find their way into the schedules, it will be obvious, for the most part, that the best way to get prime time is to buy into a network owned and controlled package. The agency program directors are beginning to shrug their shoulders and accept this as a new way of life, even though they don't like it.

The fact that such determined advertisers as Procter & Gamble and Du Pont have been feeling this pressure is a sure sign that the times are changing. Also major suppliers investing in pilots have gotten agency orders for programs only to have the networks clang the door on them by refusing to program them in good time periods.

This is not to say that the new world is good or bad until experience determines that. This is only to say that there are swift revolutionary changes taking place and advertisers had better be aware of them and plan accordingly. #

Agencies Ask Us . . .

Fees—How to Figure Them and How to Sell Them

By Kenneth Groesbeck

One of my agency friends in Ohio writes asking if there is in our business any standard scale of fees such as (he says) doctors charge—so much for tonsils out, so much for new baby. I suspect he has been looking at the amounts allowed under hospital insurance, which is the only approach to such standardization I know of in the medical profession. Also our inquirer asks, if there is no such scale of prices acceptable for advertising operations, how does one fix charges when one desires to obtain agency income in addition to, or instead of, commissions? And how does one sell such to the client?

Kenneth Groesbeck

■ No, of course there is no scale of prices for fees generally accepted by advertising agencies. There is a growing tendency to charge for services over and above commissions, so that most successful agencies, these days, are grossing close to 20%, and even at that are having their hands full making a decent net profit after taxes.

When agency heads come to the realization that they must charge fees, the first question is, how much?

■ The best foundation on which to base such charges is, I find, total salary costs. With a reliable cost system, the agency possesses definite figures indicating the number of hours worked on any job, and the hourly costs of the individuals concerned. Remember to include clerical help. To set hourly costs, one divides yearly salaries by 1,600 hours. This hourly figure for a year's work is the one now generally accepted, which makes allowance for holidays, time off for one reason or another, and so on. In other words, it is realistic, as against the 1,800-hour figure which leads so many agencies into trouble.

How much shall we *charge*, once we have arrived at these *costs* for any given job? Here authorities differ. Some accountants who specialize in agency work advise multiplying these costs by from 2 to 3 to arrive at a charge figure which will cover all costs including overhead, and show the agency a profit.

Which multiplier you use will depend on your own analysis of your operation, and how much profit you think you should show, *after taxes*. The reported average is now, I believe, below 1% on billings. Personally, I feel this is too low, and I have always advised agencies to shoot for something closer to 3%. For a million dollar agency operation to end the year with only $10,000 profit to split between increasing capital, profit sharing, and owners' take—over salaries, seems to me entirely too small a figure to be realistic. However, agencies are often vague in their definition of "profits."

■ The tax laws are so complicated that many agency heads become confused. Federal corporation taxes do not apply to that portion of the agency profits which is allocated to individuals for profit sharing, and the amounts taken by agency owners as additional year-end salaries. These items are subject, of course, to individual income taxes.

Since 1958, a change in the law allows corporations with less than ten stockholders to avoid corporation taxes entirely, and pay Uncle Sam on an individual income base only. These few observations indicate how necessary it is for even small agencies to employ the services of a good tax man in making their returns.

When we come to examine agency practice on charging fees, we find a wide variety of procedures. Some agencies charge fees only, crediting the client with all commissions received by the agency from media.

This all-out departure from the commission system has much to commend it. It is a business-like operation in which agency costs, charges, and profits are an open book to the advertiser. Once it is inaugurated, it seems to work well, and to be productive of the minimum amount of misunderstanding. I suspect that accounts so handled stay with their agencies longer than average time, since so many account changes are due to financial disagreements. Many smart agency people believe that this arrangement is the one we are all heading for.

■ The next fee arrangement we encounter is used perhaps by the majority of agencies. This holds on to the present commission system for all jobs in which this remuneration is sufficient to pay the agency for the work it does and show it a profit. Notice I say "jobs," not "accounts." This because we frequently find in any relationship between agency and client some jobs which operate on commissions, and some on which the commissions are inadequate or non-existent.

Specifically, the national magazine advertisements handled by the agency can be produced and placed at an agency cost sufficiently low so that 15% commissions from the medium will show the agency a profit. This same advertiser, however, requires a large number of business paper advertisements whose space cost is low, and here the commissions will not cover the agency's costs. Also, this same advertiser needs booklets and other supplementary material on which there are no commissions whatever involved, and these must be charged for on a time basis.

■ In this arrangement we find a fruitful source of disagreement between the agency and the client. If the national advertising is extensive and the commissions therefrom liberal in relation to the agency's costs, how much of this "plus profit" should be utilized by the agency in paying for other services on the account? It is on this type of account that the "commissions plus fees" arrangement most often leads to trouble.

Clearly in this whole charging question, we are in an area of disagreement, and one which accounts for much of the shifting of accounts (so sadly) prevalent in our business.

I think the smart agency head will grasp this bull by the horns at the very earliest moment possible, and thus avoid future embarrassment.

Once it has been settled that the agency is desirable, from the client's viewpoint, and clearly capable of doing a good job, the question of financial arrangements should be tackled. Too ma agencies are afraid to bring up this dur ing the honeymoon, hoping for the bes How many business divorces are charg able to this mistaken politeness I woul hesitate to say. Actually the client can only feel increased respect for the agency which insists on this clarification of the financial relationship before it has time to wreck the ship.

■ Obviously the way to sell to the client whatever arrangement the agency considers correct is to produce at the outset an exact analysis of the work to be done on the account, who is going to do it, and how much this is going to cost the agency. Seeing such figures, no reasonable advertiser objects to the profits th agency hopes to secure. Failing such an analysis and such figures, this same client is mad as hell when the agency comes back at him months later crying that it is losing money on the business and deserves some additional fees. Believe it or not, such is the politeness of our agency people, and so impractical and visionary they frequently are, that this often happens. This does not help our standing as business men.

All of this indicates again that an agency operating without a good cost system is running practically blind, and is in for plenty of trouble. Also, that an agency which refuses to see in advance how much work it will be required to do on an account is equally blind, and equally in danger. Let's keep our enthusiasm, our imagination, and our optimism for our creative work. If, as so often happens, we can't add, let's get someone who can. #

What's Doing on the Legal Front . . .

Associated Press Defeats Unfair Competition Claim

By Sidney A. Diamond
Member of the New York Bar

The Associated Press recently was called upon to defend one of its service features against a claim of unfair competition. A Rhode Island company named Home of the Week Inc. brought suit against the AP for using "The House of the Week" as the title for a feature similar to the one the complaining company was selling to newspapers.

Sidney A. Diamond

"Home of the Week" started business in 1948. It was operated on an irregular basis until a new management took over in May, 1955. The service consists of supplying the subscriber newspapers, for a weekly fee, photographs, floor plans and explanatory editorial material about a particular model house. Each model is identified by a name. Readers are invited to inquire about purchasing a complete set of blueprints. The newspaper receives a commission of 10% on all sales of prints. A typical set (not including specifications) costs $12.75.

In August, 1955, the AP announced that it was introducing a service for its member newspapers under the name of "The House of the Week." The Rhode Island company protested immediately, but AP went ahead with its plans and the new feature was inaugurated on Oct. 2, 1955.

"The House of the Week" service al includes weekly photographs, floor plan and explanatory editorial material about particular model house. Each model is giv en a number rather than a name, however. The financial arrangements with subscribers also are different. The AP feature includes a coupon by which the reader can order a "study plan" of the house for a price that originally was 35¢; it was in-

PICTURED ABOVE WITH REYNOLDS WRAP . . . FINE PRODUCTS OF KRAFT FOODS

In today's supermarketing, leaders must look the part. A product may excel in quality, but to realize its sales potential it must be packaged as a leader – compelling attention, impressing deeply its quality image. Pictured here, on Reynolds Aluminum Foil, is one of many product families which have achieved this look of the leader. Give it to *your* product! ...Reynolds Wrap Aluminum Packaging.

QUALITY PROTECTED WITH Reynolds Wrap ALUMINUM PACKAGING

SEAL HELPS SELL!

Proclaim the fact that your product has the quality protection of Aluminum Foil... it pays! Tell the story on your package... with the Reynolds Wrap Aluminum Packaging Seal. Many large producers are using the seal on their packages. Seen on more and more products, known to more and more shoppers . . . surveys prove it helps sell!

PRINTED BY OFFSET

Look to the Leader in Foil Packaging

REYNOLDS ALUMINUM

PACKAGING LEADERSHIP

The leader in packaging materials is aluminum foil... both for protective properties and inherent display value. And Reynolds is the leader in foil packaging. Reynolds research is continually developing new foil combinations, new containers and closures, new advances in equipment and methods. Production facilities are unequalled ...Reynolds is, for instance, the world's largest printer on foil. For full information, call any Reynolds sales office. Or write **Reynolds Metals Company,** Richmond 18, Virginia.

See these Reynolds shows on ABC-TV network: "BOURBON STREET BEAT" and James Michener's "ADVENTURES IN PARADISE" Monday nights.

REYNOLDS ALUMINUM

creased to 50¢ on June 1, 1959. AP requires each subscriber paper to buy a minimum of twenty study plans per week; these cost the paper 50% of the coupon price to the reader. The study plan itself gives the reader the name and address of the architect from whom detailed blueprints and working drawings are available, but the newspaper does not share in the proceeds of any sales that may result.

Although the legal complaint charged that the AP service "incorporated all of the fundamental features and format" of the "Home of the Week," the federal judge found from the evidence that "there is nothing distinctive about the plaintiff's format." As the judge put it, the claim of unfair competition "depends entirely on whether or not the defendant's use of the title 'The House of the Week' is, under the circumstances, wrongful."

This basic legal issue breaks down into two questions. (1) is "Home of the Week" an expression that the public identifies with the particular service offered by this Rhode Island company? (2) If so, were the actions of the AP, including the use of the expression, "The House of the Week," likely to cause confusion in the minds of prospective purchasers of plans for houses?

■ Judge Day of the U. S. District Court in Providence, R. I., started his analysis by declaring that there is nothing arbitrary or fanciful about "Home of the Week." The first word, obviously, merely describes the subject matter of the service. The phrase "of the Week" is a common laudatory expression, designed to call attention to the superior quality claimed for the homes written up in the feature articles. The whole title is in the same class as "Man of the Hour" or "Car of the Year."

Phrases of this sort can acquire a so-called "secondary meaning" as the result of widespread use. If the title becomes so well-known that the purchasing public associates it with one particular source of supply, then it can be protected legally even though it started out as a descriptive expression that anybody might have used.

The significant evidence here was a documented demonstration by the AP that "Home of the Week" and similar expressions had been used by many other concerns as titles for house plan services and in related fields during the period between 1931 and 1958. Therefore, the expression could not possibly have come to mean a single source of supply in the public mind.

■ To complete the legal analysis, Judge Day reviewed the second question—the likelihood of confusion—even though, strictly speaking, the complaining party was not entitled to have this question considered because it had failed to establish the pre-requisite of public identification between "Home of the Week" and its own particular service. The question of likelihood of confusion also must be divided into two parts, because there are two classes of customers involved: (1) the newspapers; which purchase the service itself; and (2) the general public, which purchases the plans or blueprints.

So far as the newspapers are concerned, there was very little chance for confusion to arise because the AP service is available only to its own members (and the members of the Canadian Press Association). Besides, as Judge Day said, "It must be remembered that newspaper editors are professionals, working daily in a specialized field; and as such are not readily susceptible to the sort of confusion which the plaintiff must show to succeed in this litigation."

With respect to the general public, the only evidence of confusion offered at the trial was that two coupons printed as part of the AP feature were sent by mistake to a newspaper that subscribed to the complaining party's "Home of the Week" service. Judge Day summed this up neatly by saying, "The law of unfair competition requires that there be more than a possibility of an occasional misunderstanding." He concluded by stating formally that the AP had not competed unfairly with Home of the Week Inc. and ordered that the case be dismissed.

It seems fairly clear that the real basis for this litigation was the feeling on the part of the Rhode Island concern that a big company had come along and stolen its idea. And the real basis for the decision was that the idea was not sufficiently distinctive in the first place to be the subject of a theft. This is a painful thought for the fellow who believes he devised a new idea, but the law simply will not sustain an unfair competition claim based on a title or slogan that is not sufficiently distinctive to identify one specific source of supply for a particular product or service.

Salesense in Advertising . . .

What Is an 'Honest' Cup of Coffee?

By James D. Woolf
Creative Consultant

A reader of this column asks my opinion of the advertisement shown here. My opinion is similar to Andy Armstrong's (AA, Feb. 15). I am so annoyed by this silly campaign that I feel constrained to add a word or two to Andy's cogent piece.

James D. Woolf

My first question is this: What is an honest cup of coffee? I like my coffee black as coal, whereas my wife dilutes hers with a generous portion of hot water. Which of us is a *dishonest* coffee lover?

■ Honest coffee, says the ad, is coffee made with one standard measure to the cup. What kind of coffee—regular coffee, instant coffee, steeped coffee, drip coffee, percolated coffee, or vacuum method coffee—are they talking about? The ad

shown here imparts no information on this score. In fact, I have rarely seen an ad that is so completely non-informative.

I have taken part in three consumer surveys on the subject of coffee. I have found that every family makes its coffee according to its taste. To make percolated coffee, advises the famous *Boston School Cook Book*, "Use 1 to 3 tablespoons coffee (finely ground), to each cup of water." I happen to have before me a jar of Instant Chase & Sanborn. The directions on the label advise one teaspoon (more or less to suit your taste) to one cup of water. "To suit your taste!" Actually, in my opinion, there is no such thing as the "Official Standard Coffee Measure," which is the central idea of this inane campaign.

■ Who are these "Lovers of Honest Coffee?" Who are these weak-minded saps who are being exhorted to "Strike a blow for freedom—freedom from the weak, watery brews our wily foes call 'coffee'?"

And who are these "wily foes"? Against whom are we told to arise? We are urged to demand "More Coffee in our Coffee or *Fight*." Fight whom? Our wives? Our mothers? What nonsense!

■ The fact is that coffee in this country, whether you drink it at home, in a restaurant, or at a drugstore counter, is pretty darn good. This campaign is negative and unfair with its inference that "weak, watery brews" is a widespread American catastrophe. The Pan-American Coffee Bureau would do itself more good if it sponsored a campaign portraying the delights of this wonderful beverage—*made the way you like it.*

In view of the tv and payola and the FTC probes, advertising today is more or less on the defensive. This is no time for burlesque and tomfoolery. Such absurd pages as the one shown here are certainly not good for the advertising business or for the media that carry them.

To arms, Lovers of Sensible Advertising! #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

Learning from the Retail Ads . . .

The 'Good Looking But Confused' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

There is an inexpensive synthetic polyethylene "foam" product on the market used in mattresses and upholstery which dishonest advertisers sometimes imply is foam rubber. It is not so resilient or so long wearing as rubber.

But here we have the opposite technique—calling a foam rubber mattress "foam." Or maybe I am confused? Perhaps this store is actually selling foam bedding and is calling it foam rubber in the copy—which is plain dishonesty even if it is done out of sheer ignorance.

Sometimes expensive white space and art are accompanied by headline and copy that represent merchandise less than they represent the ineptitudes of stores that do not take selling as seriously as they take buying. Is that the case here?

But to get back to the foam: It is "foam" in the heading, "foam rubber" in the first line of copy, and "foam" in the middle of the copy. I think I will telephone the store and find out (what this large ad fails to tell with any clarity) just what's for sale.

* * *

P. S. The salesman at the store tells me that "polyethylene foam is a synthetic product," that "this advertised bedding is actually foam rubber—and of course there is no comparison between foam and foam rubber."

Offering "foam rubber" as "foam" is hardly believable for a large store, but here it is!

P. S. 2. I learned long ago that an ad like the little upper ad on lamps, should have its own signature, its own identification. #

What They Were Saying 25 Years Ago . . .

Roy S. Durstine, vp and general manager of Batten, Barton, Durstine & Osborn, addressing the U. S. Chamber of Commerce (AA, May 6, 1935):

"The most constructive thought in the advertising business today is united in the belief that testimonial advertisements, featuring prominent people who either never used the products they endorse or are supplied them free, are just as plain untruths as any other kind of deliberate lie.

"This same section of the advertising business believes that the horror school of advertising, depicting especially women and children in situations ranging from acute embarrassment to experiences of fear and disgust and mental torture, is utterly without justification. Only the financial necessities of the past few years have persuaded many publishers and other owners of media to accept advertising of these types and also the kind that depicts or describes the most intimate functions of the human body." #

Walden Names Mott VP

Walden, Sons & Mott, Oradell, N. J., has named S. Overton Mott, production manager of *Paper & Paper Products*, vp of the company with the additional responsibility of advertising production of the New York metropolitan supplement of *Printing*.

Four A's Elects Four

Gulf State Advertising, Houston; McCutcheon & Patton Advertising, Phoenix; Maxwell Sackheim-Franklin Bruck, New York, and Max W. Becker Advertising, Long Beach, Cal., have been elected to membership in the American Assn. of Advertising Agencies.

WESH-TV
NBC
PREFERRED IN
ORLANDO-DAYTONA MARKET

PROGRESS

Winston-Salem
named an
ALL-AMERICA CITY
by the National Municipal League

WINSTON-SALEM
ALL-AMERICA CITY

North Carolina's most progressive city . . . covered by North Carolina's most progressive newspapers . . .

You can't cover North Carolina without the

WINSTON-SALEM
JOURNAL AND SENTINEL
(MORNING) (SUNDAY) (EVENING)

Buy "COLORACTION"

Charter member of the Jantzen International Sports Club wearing official Jantzen tank suit

are attractive lady swimmers, because they wear the tank suit approved by the Olympic Commission, eligible for the Jantzen International Sports Club?

We of the Jantzen International Sports Club are probably the only organized resistance against the forces of togetherness*, and, although we admire women and their works intensely, we have to make a few things clear, or at least muddy them up in our favor.

We believe that the "Medalist" racing suit is the world's most pleasing undiscovered water garment; else why do maidens of comely structure wear nothing else so frequently? It fits, as they say, like a suntan; lovely girls are the lovelier for it; and good swimmers actively engaged in aquatic training already know that it has been approved by the Olympic Commission. Those in the know—including you, of course, now—refer to it as the famous Jantzen tank suit.

The women's suit (study the photograph below, please) is of beautiful nylon, and weighs three and three-eighths ounces. The men's suit weighs one-half of the women's suit, or one and eleven-sixteenths ounces. Both are double-stitched, and they dry almost as soon as the race is over, provided the swimmer leaves the pool.

Does the Jantzen racing suit actually make our Olympic swimmers swim faster? Many think so; all of us hope so.

"*Medalist*" tank suits come in red, green, royal, navy and black. These prices prevail: Men's, $3.95. Women's, $7.95. Girls', $5.98 and $6.98, depending on amount of fabric. Boys', $3.50. Write in for an order blank: the address is Jantzen International Sports Club, Jantzen Inc., Portland 8, Oregon.

Regarding women joining the Jantzen International Sports Club: See the membership rules committee chairman, Mr. Gifford.

*"Togetherness" is the universal philosophy of McCall's, a kind of Popular Mechanics for women.

Jantzen

Nine members of Jantzen International Sports Club wearing official Jantzen tank suit.

SPOOF — *This spoofing ad gives Jantzen a chance to spoof swimsuits, which it makes, in the official Olympics program. Homer Groening Advertising Agency, Portland, Ore., handles the account.*

20/20 Appoints Allmayer

Allmayer, Fox & Reshkin, Kansas City, Mo., has been named by 20/20 Sales Corp., Tulsa, Okla., to handle its advertising. The company's product, 20/20, is an eye medication. Anticipated billings for the first year is $200,000. Allmayer, Fox also has been named by Mid-West Pak Co., Belvidere, Ill., to handle advertising for Thermokup, a new plastic cup.

Howard Crum Opens Agency

Howard A. Crum has opened his own agency, Creative Forum Advertising, with offices at the Rivoli Bldg., Muncie, Ind. Mr. Crum was formerly creative director of Applegate Advertising Agency and of Robinson Advertising Agency.

Sales Vista for Durables Improves, U. of Michigan Finds

ANN ARBOR, MICH., April 5—1960 should be a favorable business year for producers and sellers of automobiles and other durable goods, according to the 1960 survey of consumer finances conducted by the survey research center of the University of Michigan's institute for social research.

The survey disclosed that the majority of informed people feel that this is a good time to buy houses, automobiles and large household goods, particularly household appliances.

The biggest improvement in sentiment has occurred in opinions about the business outlook and in the evaluation of market conditions, rather than in personal financial attitudes and expectations, the survey revealed. The proportion of people who think that the business outlook is favorable has increased considerably since the early part of 1959, according to the study.

■ The survey found that consumer attitudes toward compact cars remain very favorable. However, since a substantial proportion of prospective car buyers intend to buy compact cars, the median planned dollar expenditure for new cars this year shows a sizable drop, as against last year.

New car buying intentions for the next 12 months currently are 20% higher than they were at this time last year, but compared to June, 1959, and November, 1959, the improvement is very small, the survey discovered.

Intentions to buy homes have increased during the past few months. This series advanced sharply during the second half of 1958 but declined in the spring and summer of 1959 under the impact of the widely noted increase in interest rates. #

'Redbook' Appoints Six

Redbook, New York, has named managers of four advertising classifications. They are Robert L. Neary, manager of drugs and toiletries; James L. Kopper, manager of fashions and fabrics; Louis S. Benincasa, manager of grocery products, and Martin J. Koldyke, manager of home equipment. *Redbook* also named Edward R. McCole, formerly with *The American Weekly*, to the New York sales staff, and Martin H. Bridges, previously with *Family Weekly*, to its Chicago sales staff.

Wade Names Ross, Adds Unit in L.A.; Boosts Schroeder

Stanley Ross has joined the creative staff of Wade Advertising, Los Angeles. He has been assistant to publicist Jim Moran and was a copywriter with Stromberger, LaVene & McKenzie, Los Angeles. The agency also has created a new industrial division in Los Angeles, to be headed by Bernard F. Klein, former vp of Heintz & Co.

In Chicago, Wade has promoted John G. Schroeder to associate media director on the Alberto-Culver account. Before joining Wade in 1958, Mr. Schroeder was media director of Smith, Benson & McClure.

Blue Chip Names Altman & Co.

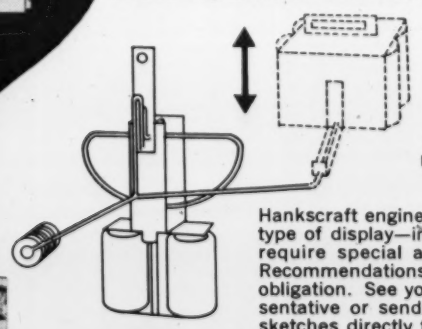
J. H. Altman & Co., Detroit, has been appointed to handle advertising for Technical Ventures Co., Detroit, manufacturer of the new stock market game, Blue Chip. An intensive national advertising campaign will be launched soon, with concentration in newspapers and spot tv.

SAN DIEGO
CALIFORNIA
BUYS

Hankscraft Display Motors
help Budweiser® set sales in Motion!

Sales in supermarkets of world-famous Budweiser beer have increased substantially wherever this clever "Pick a Pair" display has been used. Powered by a standard Hankscraft battery-operated oscillating motor, the lovely lady commands attention (and moves Bud fast!) by raising and lowering a facsimile six-pack. She works silently and economically for weeks without attention.

Display courtesy Anheuser-Busch Inc.
Produced by Simmons Sisler Co., Inc., St. Louis, Mo.



EXPERIENCED ENGINEERING SERVICE

Hankscraft engineers can animate any type of display—including those which require special action or AC power. Recommendations will be made without obligation. See your Hankscraft representative or send cutout dummy and sketches directly to:

HANKSCRAFT COMPANY, Display Motor Division
REEDSBURG, WISCONSIN

World's Largest Manufacturer of Battery-Operated Display Motors
Sales Offices in these principal cities: Chicago • Philadelphia • Minneapolis
New York • Dallas • Toronto (Ontario) • San Francisco (Erlach Lee Co.)

Dobbs Adds Two Accounts; Appoints Morris Tragerman

Dobbs Advertising, New York, has been named to handle advertising for Marantz Co., Long Island City, manufacturer of stereo and monaural components, and for Tavern-On-The-Green, New York restaurant. Asher, Godfrey & Franklin formerly handled Marants. Blackstone-Steiner previously handled Tavern-On-The-Green.

Morris Tragerman, formerly an art director with Marvin & Jesse Levine Inc., has rejoined Dobbs as creative director. He previously had been with Dobbs as an art director.

Nightingale to Chicago Dailies Eastern Sales Staff

William L. Nightingale, formerly with McCann-Erickson, has joined the *Chicago Sun-Times* and *Chicago Daily News* as sales development manager in the eastern sales office, New York. The newspapers have moved their eastern offices to the Time & Life Bldg., New York.

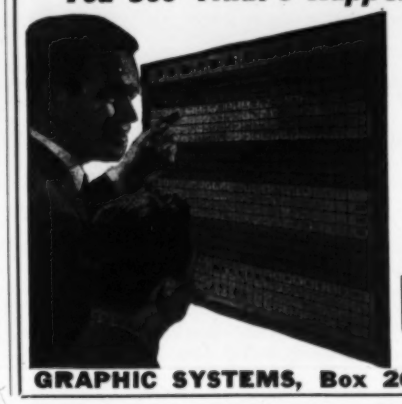
FORECAST—*Aluminum Co. of America, Pittsburgh, is adding these rather startling chairs, known as people chairs, to its Forecase collection of designs of the future using aluminum. Chairs were designed by Jay Doblin, chairman of the Institute of Design, Illinois Institute of Technology, Chicago, and an industrial design consultant.*

Choate Elected President

Publisher Robert B. Choate has been elected president of Boston Herald-Traveler Corp. The directors also elected Sidney W. Winslow Jr., who had been president, chairman of the board, a new post.

SIGN HOLDERS for TRUCKS
TRANSIT BUS STYLE FRAMES
for changeable copy
ADVERTISING CARDS → FREE PHOTO ALBUM
THE YARDER MANUFACTURING CO.
724 Phillips Ave. Shannel 4-5471 Toledo 12, Ohio

You See What's Happening At A Glance!



★ BOARDMASTER Visual Control Saves You Time, Money.
★ Gives Graphic Picture of Your Operations. Stops mixups.
★ Simple to Operate. Write on Cards, Snaps in Grooves.
★ Ideal for Sales, Production, Inventory, Scheduling, Etc.
★ Made of Metal. Compact and attractive. Over 500,000 in Use.

Full price **$49.50** with cards

FREE 24-page Illustrated BOOKLET No. BG-40 Without Obligation

Write Today for Your Copy

GRAPHIC SYSTEMS, Box 267, Yanceyville, N. C.

pizza . . . and pickles . . . and paper plates . . .

EVERYTHING UNDER THE SUN!

FOOD STORE SALES in the San Diego market reached an estimated $291,500,000 last year*. Other sales totals mirror the same robust and rising prosperity.

San Diego—third largest market in the West—is the fastest-growing metropolitan area in the nation. San Diego is sold by—and sold *on*—two metropolitan newspapers: *The San Diego Union* and *Evening Tribune*. Combined daily circulation exceeds 200,000. (220,667 ABC 9/30/59.)

The San Diego Union | *EVENING TRIBUNE* SELL SAN DIEGO

*Source: Economic Research Department, Union-Tribune Publishing Company.

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering San Diego, California—Springfield, Illinois—Northern Illinois—and Greater Los Angeles. Served by the Copley Washington Bureau and the Copley News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Smile, When You Say All That About Cowboys, Mr. Creative Man

To the Editor: In regard to the Creative Man's Corner, on March 28, I feel the following points should be made clear to the so-called "critic," and I desire greatly that you pass this retort on to him.

There seems to be a question in your mind, which is a curiosity in itself, about the importance of the American cowboy and what he stands for. I am not greatly surprised at this, since your interpretation quite evidently is based upon knowledge created east of the Mississippi. Not only would it be impossible, evidently, for you to distinguish between a cowboy and Bowery St. bum, but also it seems you might have difficulty in distinguishing between a cow and a horse. Believe me friend, there's a difference in both.

If you feel it takes little or no intellect to handle cows from the back of a fast-moving cow pony for periods of 12 to 18 hours a day, friend, I invite you to trade your little typewriter for a pair of chaps and a good length of hemp and we'll see how long you can sit on your intellect. One thing for sure, you'll have saddle sores on your brain, because that's very obviously what you wrote this article with. As for the ornamentation, I don't know of a cowboy who would spend $40 for a pair of organdy bermudas when he could apply the same cash for a good pair of boots. At least with the boots he still looks like a man. For a person who has "no argument with the cowhand's way of life," you seem to have taken the liberty of setting yourself up as a judge of something you obviously know nothing about, and this seems to include advertising. If you feel that advertisers could sell more cigarets, automobiles, bourbon, etc., by using a picture of an anemic, balding, pouch-toting, filter-brained intelligentsia, you just don't understand the situation. I, for one, hope the children of this country continue to copy the all-American cowboy and what he stands for as they grow into adulthood. This way I think we have a chance.

Foreman Scotty,
WKY-TV, Oklahoma City.

•

To the Editor: We like Ad Age when it does an objective reportorial job. We sometimes like Ad Age when it editorializes. The issue of March 28 rankled us more than a little.

The faceless anonymity who smugly refers to himself as the Creative Man bit off a hunk too big to chaw in his attack on one of the few romance and adventure symbols this country can claim.

Are we to understand that Creative Man doesn't sweat, drink or need any female attention? And that bit, "Few people we know will pay more for a silk shirt or a custom-made pair of boots." Ridiculous. Who does he know that buys silk shirts and boots?

The ad in question strikes us as being beautifully done—both in copy approach and design. It is representative of some creativity. It wasn't stolen from a Henry Morgan recording.

Frank Wade,
Creative Director, Arnold & Co., Denver.

• • •

Mr. Houston's Youthful Looks Are Due to His Youthfulness

To the Editor: I was entranced by the generous manner in which you reported the announcement of my election as president of Fletcher Richards, Calkins & Holden in your March 28 issue.

However, there is at least one detail I would ask you to correct.

I am not 71. I am 60. Perhaps

Mr. Houston, Age Four

this is why, as you said, I appear to "look 15 years younger" than the age you pinned on me.

As a lifelong stickler for the validity of research, may I point out that on this item you were only 84.5% correct. This degree of accuracy in reporting may be satisfactory for some things. But not, please sir, when it robs me of 11 years of exciting living.

In a hot political year, don't you think I am entitled to "equal space" in the next issue of your great book to reproduce this letter?

Bryan Houston,
Fletcher Richards, Calkins & Holden, New York.

P. S. You may want a picture to go along with this "equal space" story. If so, here I am—age four—photographed in 1904.

• • •

This'll Make Copy Cub Growl

To the Editor: Re: the final item appearing in "Rough Proofs," March 28 issue, "'Brevity is the soul of wit,' said Hamlet . . .," permit me to point out an error or two in Copy Cub's remarks.

". . . . . brevity *being* the soul of wit, ..." is a portion of a statement made by Polonius (not Hamlet) in the famous Shakesperian tragedy. It is a part of Polonius' opening remarks when he undertakes telling the queen that her son, Hamlet, is mad.

We greatly enjoy your publication out here in Wonderful Wyoming!

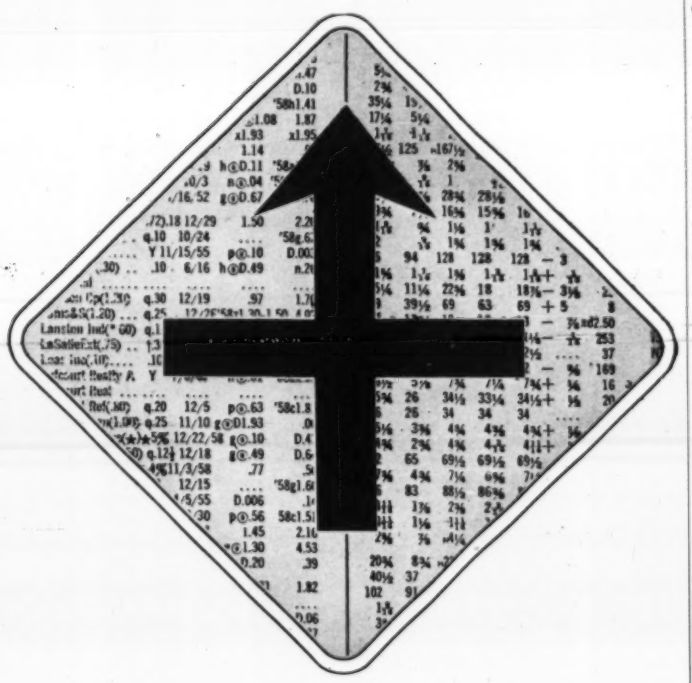
W. K. Anderson,
Wyoming Advertising, Cheyenne.

• • •

Spanish Reader Sets Record Straight on Agencies in Spain

To the Editor: I refer to your Feb. 29 issue which I understand is a special number completely dedicated to advertising agencies throughout the world . . .

. . . I am a Spaniard, and, naturally, I gave more attention to the list of the Spanish agencies you mention in this particular issue. For this reason, I have noticed several errors concerning the Spanish advertising agencies.



There's money at the end of this road!

by George Ketchum, *President*
Ketchum, MacLeod & Grove, Inc.
Pittsburgh, Pa.

"Money doesn't come automatically to a corporation. Some of it is derived from sources all managements work hard to cultivate: customers old and new. But another vital source, requiring and rewarding equally diligent cultivation, is the financial investment community, and the men who influence that community's thinking.

"Modern management recognizes that this community is just as responsive to advertising as any other group. Those who control these money sources need—and want—information. They need—and want—consistent and effective exposure to corporate facts.

"The bare figures of a financial report seldom reflect the full story of a corporation's progress or the full value of its securities. Long-range plans for expansion and diversification, entrance into new fields of research, changes in organization, the thinking of management, improvements in customer attitudes—these and many other factors not easily measured mathematically can notably affect a corporation's prospects for growth and earnings.

"Advertising to the financial community is the quickest and most direct way to get the pertinent facts to investors and those who advise them. More and more managements are taking that path. Still more should do so."

SPONSORED BY BARRON'S, THE NATIONAL BUSINESS AND FINANCIAL WEEKLY.

A Dow-Jones Publication

What publication's subscribers have an average family net worth of $199,325 ?

BARRON'S, the national business and financial weekly.

Want to know about a *really* affluent audience? Two-thirds of Barron's subscribers have annual family incomes of $10,000 or more—average family income among subscribers is more than $20,000. Virtually all Barron's subscribers (over 95%) own securities, with the average holding valued at more than $137,000.*

To these figures add one more important fact for business advertisers: **Barron's subscribers are people who hold positions of importance and influence in their fields:** One-third of the subscribers, for example, are corporate officers, and one-quarter are corporate directors. Further, 21% of Barron's subscribers are voicing their opinions where business buying is big: They're with companies of 1,000 or more employees.*

Barron's gets the careful attention of more than 108,000 businessmen, financiers and investors every week. It offers the advertiser an economical and effective channel to the decision-making core of the business and financial communities.

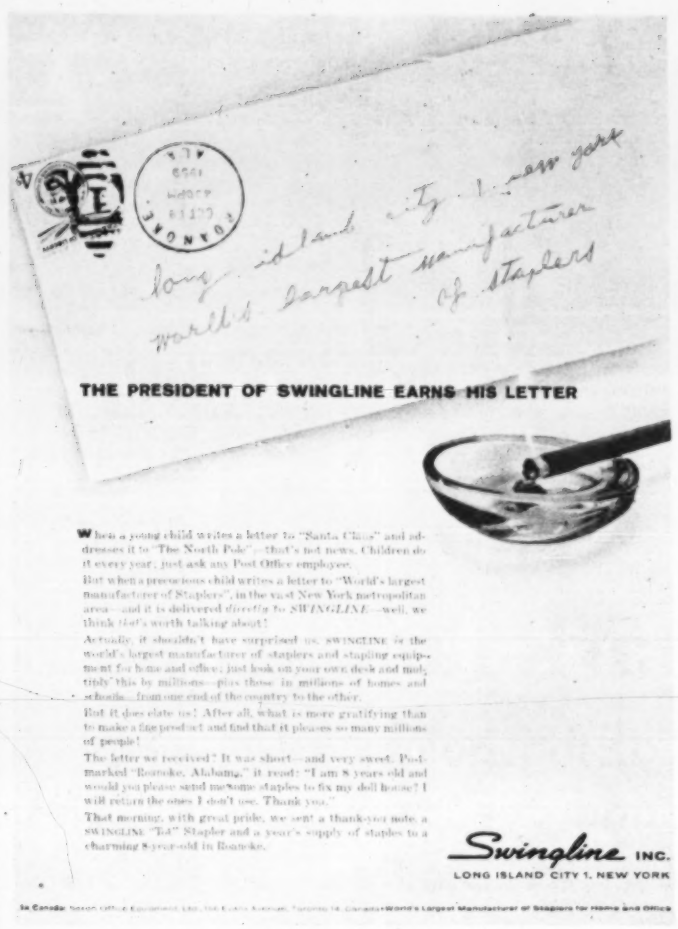
Try Barron's. For a surprisingly low cost your company can sell its policies, ideas, products or services to this unique audience of successful executives. Write or call your nearest Barron's office today.

* These facts from a survey of Barron's subscribers by Benson and Benson, independent research specialists. For an easy-to-read booklet, summarizing the results of this survey, write or call any Barron's office.

BARRON'S

. . . where advertising, too, is read for profit!

NEW YORK	CHICAGO	BOSTON	LOS ANGELES	CLEVELAND
50 Broadway	711 W. Monroe St.	388 Newbury St.	2999 W. 6th St.	1325 Lakeside Ave.


long island city, new york
world's largest manufacturer of staplers
THE PRESIDENT OF SWINGLINE EARNS HIS LETTER
When a young child writes a letter to "Santa Claus" and addresses it to "The North Pole"—that's not news. Children do it every year; just ask any Post Office employee.
But when a precocious child writes a letter to "World's largest manufacturer of Staplers", in the vast New York metropolitan area—and it is delivered directly to SWINGLINE—well, we think that's worth talking about!
Actually, it shouldn't have surprised us. SWINGLINE is the world's largest manufacturer of staplers and stapling equipment for home and office; just look on your own desk and notice this by millions—plus those in millions of homes and schools—from one end of the country to the other.
But it does elate us! After all, what is more gratifying than to make a fine product and find that it pleases so many millions of people!
The letter we received? It was short—and very sweet. Postmarked "Roanoke, Alabama," it read: "I am 8 years old and would you please send me some staples to fix my doll house? I will return the ones I don't use. Thank you."
That morning, with great pride, we sent a thank-you note, a SWINGLINE "Tot" Stapler and a year's supply of staples to a charming 8-year-old in Roanoke.
Swingline INC.
LONG ISLAND CITY 1, NEW YORK

Coy Copy in Swingline Ad Does Company President No Credit, He Says

To the Editor: The eminent and successful president of Swingline simply couldn't be the pompous ass his advertising has made him in the attached advertisement from *Business Week*.

It must indeed be a pleasure to receive a letter of recognition from an eight-year-old southern belle. But there is nothing in this coy six paragraphs of copy—exclamation marks included—to explain why anyone ought to share the advertiser's pleasure or buy his products.

As a matter of fact, the letter, as reported, isn't even addressed to the president: This is boot-licking sycophancy's interpretation. And consider the generosity of this mighty corporation: "A thank-you note, a (brand name) Tot stapler and a year's supply of staples."

This sort of shameful self-congratulation contributes mightily to the cause of anti-advertisers. Let's not blame them for firing at us when we provide them with ammunition like this.

John O'Rourke,
John O'Rourke Advertising, San Francisco.

On Page 3, in the foreign section index, you indicate for Danis Publicidad Technica a total billing of $8,000,000. This amount is completely incorrect and it should probably be $800,000. The reason for this is very simple. The amount of $8,000,000 represents 480,000,000 pesetas and this amount is about 35% of total advertising billing in Spain. This amount cannot possibly be handled by one advertising agency by itself. On Page 64, dedicated to billings of 121 foreign agencies, you have again placed Danis in a wrong place by considering again its billing $8,000,000. Its right place should be just before Ruescas Publicidad which has a billing of $790,000.

Nevertheless, on Page 186, you mentioned for Danis a total billing of $833,000, which is probably correct.

There is also a fact that I would like to bring to your attention. You consider Cid S. A. as a Spanish advertising agency. But this is not really true. Cid is a media [broker] which is associated with the Sociedad Espanola de Radiodifusion Radio Madrid and most of its work is to handle the radio advertising of the other Spanish advertising agencies. In other words, it is not an advertising agency in the proper sense of the word. I am sure you will understand what I am trying to say.

Jose A. Riano,
Madrid.

AA appreciates Sr. Riano's background note on Spanish advertising. The Danis billings, as he notes, were correctly listed at $833,000 *on Page* 186 *but AA neglected to change an earlier miscomputation in the index and table—hence the discrepancy. With regard to Cid, AA pointed out on Page* 186 *that this agency functioned as a media broker. We were unaware that brokerage business was its main business.*

• • •

Here's a Fan Letter, Harry

To the Editor: How's that gentleman going to explain Harry W. McMahan's article (AA, March 21) to his 10-year-old daughter? I refer to "... As the old saying goes, you gotta watch out when the skit hits the fans..."

(P)funniest thing you've printed for a right smart while!

Incidentally, how many of those guys did you hear from on this?

Mal Coleman,
Mal Coleman Displays, Cincinnati.

• • •

No Matter How You View It, 1959 Was Big Year for Radio

To the Editor: I was a little saddened to notice that Lester Leber picked up the Electronic Industries Assn.'s figures of 8,900,000 home radio sets as typical of the radio picture in 1959 [in his "Biz Quiz" in the March 21 issue].

There are certain omissions in this EIA figure which I would like to call to your attention (and our list of the actual set count):

Set Sales	
8,900,000	U. S. clock, table, and portable sets
5,500,000	U. S. auto (less export)
845,000	radio-phonographs
5,558,000	estimated Japanese imports (less 10% re-export)
264,000	German radio imports
422,000	foreign cars (estimate)
21,489,000	sub-total
— 258,664	less U. S. radio export
21,230,336	total

It is unfortunate that radio is being undervalued, but it was apparent that 1959 was the biggest radio year, and it may be that radio will really come into its own in the decade beginning with 1960 when vest pocket and wrist radios can be foreseen.

Morris Wattenberg,
Director of Sales Development and Research, ABC Radio Network, New York.

In view of "Biz Quiz" having reported that 1959 was radio's biggest year for set sales since 1948, it may have been "undervalued," but not significantly so.

• • •

They Understand Bronzini

To the Editor: Concerning James D. Woolf's column on Bronzini Bad Taste (AA, March 28), Mr. Woolf seems to have missed a couple of points. This ad in all its aspects is an exquisitely crafted entity. Bronzini's appeal is to the cognoscenti—those who *know* what Bronzini is and what it means. To attempt to sell or even show a necktie would be at best gauche.

Also, cognoscenti sufficiently in the know to be allowed to purchase a Bronzini would certainly also be well enough acquainted with female photographic models to know that the spareness of their anatomies and their almost total lack of secondary sex characteristics is such as to make the placement of the male model's hand quite inoffensive.

Tom Cowdery,
Biddle Co., Bloomington, Ill.

•

To the Editor: . . . What is Mr. Woolf's opinion of the *Modern Medicine* ad on Page 42 of your same issue? Did artist Arno exercise restraint in having the newlyweds fully clothed or should he have kept them out of the bedroom altogether?

Is the ad all right for Advertising Age but not for *Ladies' Home Journal*? Was it ever submitted to the *New York Times* or Mr. Arno's patron, *The New Yorker*? Does it establish a "favorite product image" as we all like to say?

Final questions: What pots can call what kettles black and what if they do and what if they don't? The future of advertising depends on it.

Charles H. Ramsey,
Westport, Conn.

SO YOU WON'T BUY WITHOUT THE FACTS?

All right, here are a few seductive ones: there are more than twice as many nursing homes and homes for aging as there are hospitals; urgent need for 70% increase; by 1965, 25,000,000 people will be 65 or over.

To be completely sold on sales potential of this market, read our B P R D ad or write to . . .

PROFESSIONAL nursing home

THE MILLER PUBLISHING CO.
2503 Wayzata, Minneapolis 40, Minn.
Business Journalists Since 1873

Swingin' Musical Images*

BY SANDE & GREENE

Agencies, Advertisers and Broadcasters . . . they have all been served by the Sande & Greene organization. Highly creative ideas . . . decidedly original lyrics . . . definitely rememberable swinging musical images by Sande & Greene can musically promote your products . . . or your station.

Write or phone for audition tape or TV demo film reel.

*some folks call 'em "jingles"

NEW YORK
25 W. 54th St.
JUdson 6-2388

HOLLYWOOD
8400 Sunset Blvd.
OLdfield 6-0300

Current "Musical Images"

WNEW, New York
KFWB, Los Angeles
WXYZ, Detroit
KXOK, St. Louis

KDWB, Minneapolis/St. Paul
KEWB, San Francisco
Merita Bread & Cakes
Creomulsion Cough Medicine

Southern Bell Telephone
Yellow Pages
Sealtest Ice Cream & Milk
Schick Safety Razor
7-Up
Nu-Grape

DANDY DARTS—*Bronson Reel Co. is promoting its Dart fishing reels this year with ads like this one in Field & Stream, Fishing Tackle Trade News, Fur-Fish-Game, Outdoor Life, Sports Afield and True Fishing Yearbook.*

Bronson Whips Reel Foreign Threat by Shifting Media Stress

BRONSON, MICH., April 5—A revision of advertising policy that shifted emphasis from consumer magazines to business publications is being given a large share of the credit for success in a fight for survival against Japanese imports that appears to have been won by the Bronson Reel Co., longtime manufacturer of quality fishing reels.

Public credit to management and employes of the company was given recently by Michigan's governor, G. Mennen Williams, when he presented a citation of merit for its successful battle to stay alive in the face of competition from Japanese-made products. In the wings stood representatives of Bronson's advertising agency, Jaqua Co., of Grand Rapids and Detroit.

In 1957 Bronson was faced with the threat of being priced out of business. It had the choice of becoming a brokerage and clearing house for imports, instead of a manufacturer, of closing shop entirely, or of fighting back. It elected the latter.

■ New reel designs, automated machinery and streamlining of production developed the lowest-price reel of its kind in America, called the Dart—priced to retail at $5.95—where it could beat the foreign invader. The problem was to attain the distribution needed to bring necessary volume.

Jaqua shaped a program that hit heavily toward the dealers and wholesalers and stimulated the sales staff of agents. Earlier advertising had run mainly in consumer publications, according to Vic Benjamin, Jaqua account executive.

"Our plan worked," said Mr. Benjamin. "Orders began to pour in. Before the 1959 season was over Bronson had moved 250,000 of the new Dart reels. Its sales impact had such an effect on the jobbers and retailers it motivated better sales on 30 other Bronson models as well."

■ Later, Bronson came up with four more new bait and casting reels in the low priced bracket, and is moving into the 1960 fishing season in excellent shape. It succeeded in keeping its 300 employes at work in 1959 and anticipates a continuation. Its 1960 ad campaign, with an increased budget, is featuring the Dart reel as a leader again. Bronson is a division of Higbie Mfg. Co., Rochester, Mich. #

Honig-Cooper, Kraft, Smith Add Canadian Pacific Segment

Canadian Pacific Airlines has appointed the San Francisco office of Honig-Cooper & Harrington and Seattle's Kraft, Smith & Ehrig to plan and direct all of its advertising in the western portion of the U. S. The two agencies now jointly handle Canadian Pacific Railway advertising in the same area. Kraft, Smith, formerly the Seattle office of Honig-Cooper & Harrington, also directs advertising for two CPR subsidiaries, British Columbia Coastal Steamship Service and the Empress Hotel.

Donald B. Kraft, in Seattle, will be responsible for CPA advertising in the Pacific Northwest; Honig-Cooper handles the California advertising.

KM&G Names 3 in Washington

Two account executives and copy specialist have been added to the staff of Ketchum, MacLeod & Grove, Washington. William C. Turner and Edward S. Cook are the account executives. Mr. Turner was formerly with Lennen & Newell, New York, on aviation accounts. Mr. Cook was a product information specialist in the light military electronics department of General Electric Co. Both are to work on advertising for Martin Co., Baltimore. Robert Standish, formerly a copy group head with Lennen & Newell, has joined KM&G as a copy specialist, on Westinghouse defense accounts and the Air Transport Assn.

Carlson Joins RT&E Corp.

Raymond M. Carlson has been named advertising and sales promotion manager of RT&E Corp., Waukesha, Wis., maker of transformers. He formerly was in the advertising department of Ekco Products Co. and Majonnier Bros. Co., Chicago.

Two Join Rockmore Co.

John Bradford, formerly with Marshall Field & Co., has joined Rockmore Co., New York, as an art director. Rockmore also has named Nathan Cohn, formerly with Doyle Dane Bernbach Inc., to the production department.

COFFEE BREAK TILE $1.00 ppd.

Like it or not, the coffee break is here to stay, and if you can't lick 'em, join 'em! This sparkling white ceramic tile is the only way to prevent those inevitable spills and moisture rings from harming desks, papers, photos. 4½" square, it has an indentation to hold cup, is personalized with any full name in black script. SO LOW PRICED, you'll want one for yourself, your secretary, the entire office force!

Sorry, no C.O.D.'s.
Catalog included with every order.

Pinesbridge Studios
OSSINING 22, NEW YORK

Where market and media

...at the point of planning whe and agency management war

There is only one single source for the answers to these seven basic marketing questions—Industrial Marketing's 40th Annual Market Data and Directory Number. Here is the starting point for management men—both on the advertiser and agency side—who are charged with the responsibility of opening new markets or developing old ones. It is their first choice for complete information on 72 major industrial and trade markets and the media serving them.

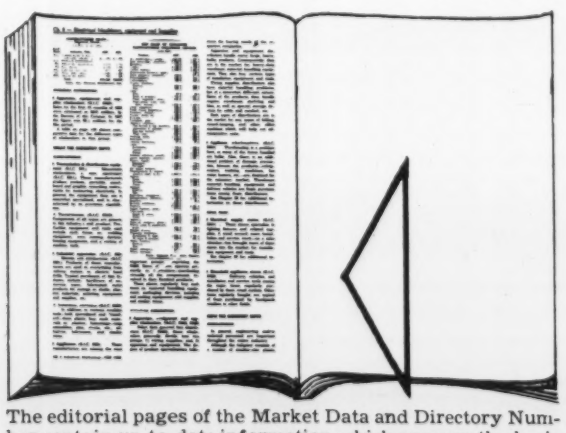
Organized to coincide with the U.S. government's Standard Industrial Classifications (S.I.C.), the Market Data and Directory shows (for each market): Basic Statistics—Current Trends—What and How the Industry Buys—Sources of Additional Data—Trade Association listings—Basic Facts about more than 2300 businesspapers.

No wonder key men in the advertising and marketing world have come to depend on the Market Data and Directory Number and turn to it many times during the year for the facts and figures they need. These men can't operate without accurate market information and they have learned from experience that this issue is current, comprehensive and authoritative.

As a result, the Market Data and Directory Number has established acceptance and usage among the largest industrial advertiser audience ever assembled, thereby providing a platform for over 200 trade and industrial media to tell their story each year. These promotion-minded business-paper publishers know that a space investment in the Market Data and Directory Number provides year 'round representation with the promise of far-reaching results. Their "tell-all" messages are conveniently located in the editorial section covering the market they serve.

Here, then, is the most logical place for your sales story—at the point of planning—where your message and values will be seen by key men when they seek the answers to the seven basic questions of industrial markets and media. Reserve your space now.

OVER 600 PAGES OF CURRENT MARKET AND MEDIA DATA



The editorial pages of the Market Data and Directory Number contain up-to-date information which answers the basic questions about each of the 72 major industrial and trade markets comprising U.S. industry. Charts and tables highlight the key data. This is the type of editorial content that makes the Market Data issue invaluable as a planning tool.

Users of the Market Data issue are looking for facts—in your advertisements as well as in the editorial market sections. "Tell-all" space like this (shown in the first page of a data-packed insert) helps answer the important Question 7—which media to select—by dramatically spotlighting *complete* market values. Advertisements are placed adjacent to related data on the markets served.

Klemtner Names Klein, Wade

Ted Klein, public relations director of Paul Klemtner & Co., Newark pharmaceutical advertising agency, has been appointed a vp. Mr. Klein joined Klemtner four years ago. He was formerly with Pharmaceutical Advertising Associates and Murray Breese Inc. Harland A. Wade, formerly with the House of J. Hayden Twiss and L. W. Frohlich & Co., has joined Klemtner as an account executive.

Czechs to See 'Four Just Men'

Independent Television Corp. reports that it has sold its television series, "The Four Just Men," in Czechoslovakia, despite the fact that some of the episodes are anti-communist.

NEW L.A. ADVERTISER—*Air France, which inaugurated its Los Angeles to-Paris over-the-pole service on April 5, has entered the Los Angeles market with three rotating magna-faced painted boards and a series of 100 and 150 poster showings—all via Pacific Outdoor Advertising. Batten, Barton, Durstine & Osborn is the agency.*

Raytheon Division Names H&P

The equipment division of Raytheon Mfg. Co., Waltham, Mass., has named Hoag & Provandie, Boston, to handle its first product advertising. The agency was chosen from among eight Boston and New York agencies. Hoag & Provandie formerly handled recruitment advertising for the equipment division until the account was switched to Fuller & Smith & Ross, New York (AA, Feb. 29).

Cron Resigns from Schubert

John (Jack) Cron has resigned as president of Bernard L. Schubert Inc., New York, tv film producer and distributor. Mr. Cron will announce his future plans soon.

NBC to Pre-empt Old Letters

NEW YORK, April 5—National Broadcasting Co. can't seem to make up its mind whether to use the call letters of its New York stations to plug its parent company, Radio Corp. of America, or itself. NBC has filed an application with the FCC to rename its New York stations WNBC and WNBC-TV. The stations have been WRCA and WRCA-TV for the past five years. Before that, they were known as WNBC and WNBT (TV).

A New Britain, Conn., uhf station, which NBC sold to Connecticut Television some time ago, currently is assigned the WNBC and WNBC-TV call letters. NBC, however, has said that in the sale agreement the network was given the right to preempt the letters. #

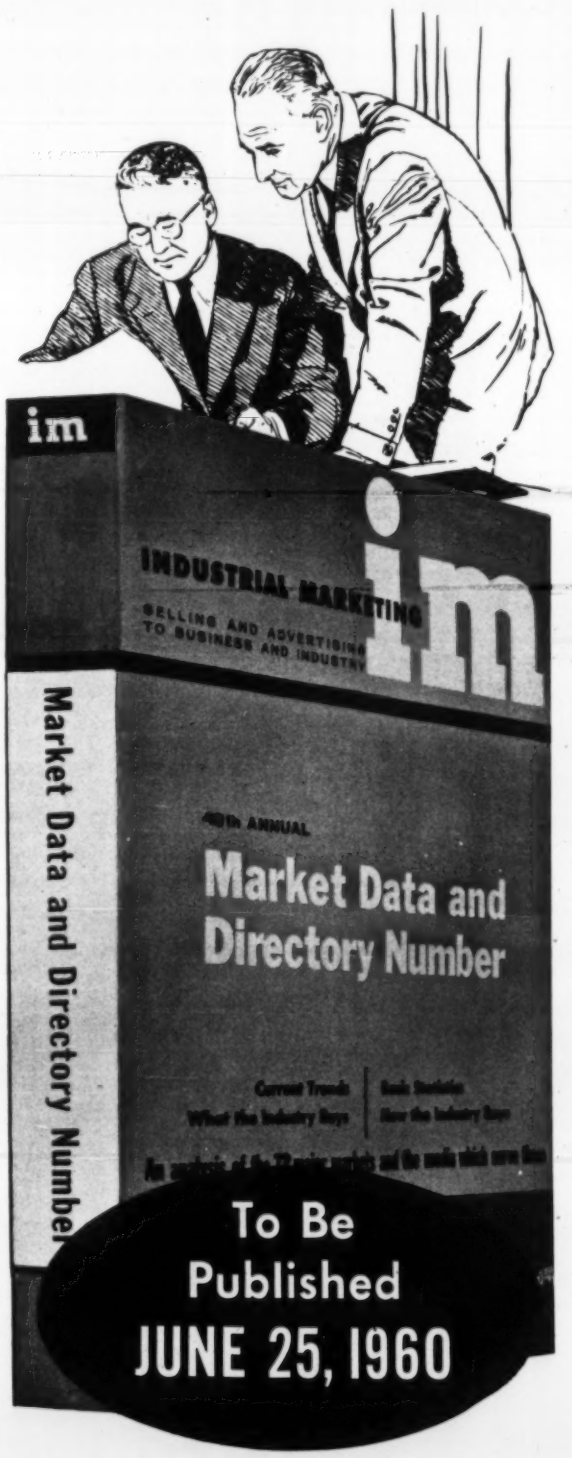
sales begin

ndustrial advertiser
o know the answers to
hese decisive questions:

1. What current trends and developments in the industry are noteworthy?
2. What are the basic statistics—plants, location, sales, employment, etc.?
3. What does the industry buy—what products and services, and how much?
4. How does the industry buy—buying standards, and executives who specify?
5. What sources are available for further detailed market information on specific products?
6. What publications serve the market—basic facts about them?
7. What publications are best qualified for schedule consideration?

OVER 16,000 COPIES

Among industrial advertisers, where it has more circulation than any other business-paper reference book, the Market Data and Directory Number is an exclusive source of basic market and media information. In the agency field its circulation is concentrated among individuals who are responsible for industrial advertising. Thus your market information is directed to the people who plan and buy industrial advertising. Make your reservation today—well before the closing date—and assure your message a strategic place in the Annual Market Data and Directory Number.


im
INDUSTRIAL MARKETING
SELLING AND ADVERTISING TO BUSINESS AND INDUSTRY
Market Data and Directory Number
Market Data and Directory Number
Current Trends What the Industry Buys
Basic Statistics How the Industry Buys
To Be Published
JUNE 25, 1960

Closing Date: MAY 10

INDUSTRIAL MARKETING

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

Selling and advertising to business and industry

Dailies' Linage Rose 6.9% in February, Media Records Says

NEW YORK, April 5—Media Records' check of newspapers in 52 cities shows February advertising linage at 209,661,474 lines, a 6.9% gain over linage in February, 1959. Linage for the first two months of the year totaled 421,688,715 lines, up 8.2% over linage in the like period last year.

Biggest gains in February were in the automotive and classified advertising classifications. Auto linage, at 12,816,677 lines, was up 32.9% over linage in February, '59. Classified linage, at 58,100,333 lines, showed a gain of 14.5% over February, '59.

Other gains in February were reported in financial (up 6.9%), retail (4.5%), general (6.4%) and total display (4.3%). #

Nowland Sets Packaging Unit: Appoints Karger, Larson

Nowland & Co., Greenwich, Conn., market research company, has set up a package development division under the direction of Karl Tietjen, exec vp. Nowland has named Theodore Karger, formerly with the National Industrial Conference Board and *Esquire*, and John Larson, previously a research associate at New York University, assistant research directors.

Two Clients Name Durey Ranck

Elcar Fence & Supply Co. and Desks Inc., manufacturer of office furniture, have named Durey Ranck Advertising, Denver, as their agency. Both companies are in Denver.

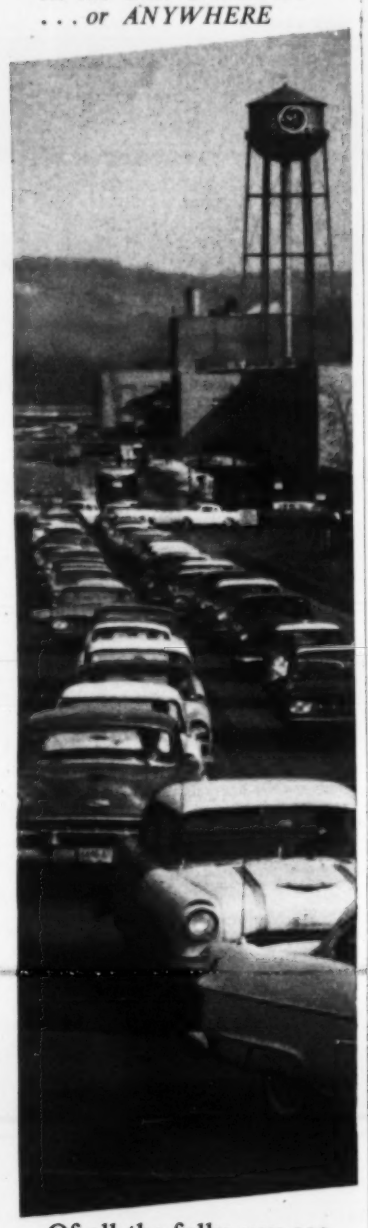
*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL

At the G.E. GATEWAY . . . or ANYWHERE



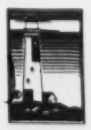
Of all the folks you see from ABC Cincinnati . . .

7 OUT OF 10 read the **CINCINNATI POST TIMES-STAR**

*B. L. Schapker Market Research

Total ABC circulation, the largest daily in Cincinnati history . . .
267,672

The Newspaper that Spends the Evening with the Family



ROBERT K. CHANDLER
Manager, General Advertising Department
★
Represented by
The General Advertising Department
SCRIPPS-HOWARD *Newspapers*

Spot TV Advertisers by Product Classification: 1959

Source: Television Bureau of Advertising from N. C. Rorabaugh Data

	Estimated Gross Time Costs
AGRICULTURE	$ 1,782,000
Feeds, Meals	1,005,000
Miscellaneous	777,000
ALE, BEER & WINE	47,840,000
Beer & Ale	42,945,000
Wine	4,895,000
AMUSEMENTS, ENTERTAINMENT	1,019,000
AUTOMOTIVE	18,175,000
Anti-Freeze	158,000
Batteries	449,000
Cars	12,143,000
Tires & Tubes	1,715,000
Trucks & Trailers	303,000
Miscellaneous Accessories & Supplies	3,407,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	2,827,000
Fixtures, Plumbing, Supplies	503,000
Materials	746,000
Paints	1,012,000
Power Tools	231,000
Miscellaneous	335,000
CLOTHING, FURNISHINGS, ACCESSORIES	16,273,000
Clothing	12,206,000
Footwear	2,911,000
Hosiery	803,000
Miscellaneous	353,000
CONFECTIONS & SOFT DRINKS	28,192,000
Confections	13,427,000
Soft Drinks	14,765,000
CONSUMER SERVICES	17,531,000
Dry Cleaning & Laundries	35,000
Financial	2,975,000
Insurance	3,770,000
Medical & Dental	197,000
Moving, Hauling, Storage	488,000
Public Utilities	7,861,000
Religious, Political, Unions	969,000
Schools & Colleges	185,000
Miscellaneous Services	1,051,000
COSMETICS & TOILETRIES	52,512,000
Cosmetics	11,844,000
Deodorants	5,870,000
Depilatories	152,000
Hair Tonics & Shampoos	10,982,000
Hand & Face Creams, Lotions	3,982,000
Home Permanents & Coloring	5,326,000
Perfumes, Toilet Waters, etc.	1,822,000
Razors, Blades	2,412,000
Shaving Creams, Lotions, etc.	1,488,000
Toilet Soaps	7,103,000
Miscellaneous	1,531,000
DENTAL PRODUCTS	13,571,000
Dentifrices	8,806,000
Mouthwashes	3,898,000
Miscellaneous	867,000
DRUG PRODUCTS	53,478,000
Cold Remedies	16,655,000
Headache Remedies	10,823,000
Indigestion Remedies	10,310,000
Laxatives	3,031,000
Vitamins	4,026,000
Weight Aids	1,911,000
Miscellaneous Drug Products	5,625,000
Drug Stores	1,097,000
FOOD & GROCERY PRODUCTS	165,725,000
Baked Goods	28,736,000
Cereals	15,266,000
Coffee, Tea & Food Drinks	36,501,000
Condiments, Sauces, Appetizers	7,121,000
Dairy Products	7,919,000
Desserts	1,366,000
Dry Foods (Flour, Mixes, Rice, etc.)	19,489,000
Fruits & Vegetables, Juices	9,551,000
Macaroni, Noodles, Chili, etc.	2,136,000
Margarine, Shortenings	8,942,000
Meat, Poultry & Fish	8,909,000
Soups	988,000
Miscellaneous Foods	7,850,000
Miscellaneous Frozen Foods	1,502,000
Food Stores	9,449,000
GARDEN SUPPLIES & EQUIPMENT	808,000
GASOLINE & LUBRICANTS	22,890,000
Gasoline & Oil	21,449,000
Oil Additives	1,285,000
Miscellaneous	156,000
HOTELS, RESORTS, RESTAURANTS	568,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES*	45,165,000
Cleaners, Cleansers*	38,128,000
Floor & Furniture Polishes, Waxes	3,540,000
Glass Cleaners	659,000
Home Dry Cleaners	569,000
Shoe Polish	1,725,000
Miscellaneous Cleaners	544,000
HOUSEHOLD EQUIPMENT—APPLIANCES	4,971,000
HOUSEHOLD FURNISHINGS	3,564,000
Beds, Mattresses, Springs	1,785,000
Furniture & Other Furnishings	1,779,000
HOUSEHOLD LAUNDRY PRODUCTS	36,727,000
Bleaches, Starches	6,702,000
Packaged Soaps, Detergents*	27,987,000
Miscellaneous	2,038,000
HOUSEHOLD PAPER PRODUCTS	4,558,000
Cleansing Tissues	666,000
Food Wraps	1,524,000
Napkins	314,000
Toilet Tissue	1,162,000
Miscellaneous	892,000
HOUSEHOLD, GENERAL	5,617,000
Brooms, Brushes, Mops, etc.	603,000
China, Glassware, Crockery, Containers	941,000
Disinfectants, Deodorizers	1,156,000
Fuels, (heating, etc.)	309,000
Insecticides, Rodenticides	1,701,000
Kitchen Utensils	106,000
Miscellaneous	801,000
NOTIONS	325,000
PET PRODUCTS	6,689,000
PUBLICATIONS	679,000
SPORTING GOODS, BICYCLES, TOYS	4,893,000
Bicycles & Supplies	36,000
Toys & Games	4,530,000
Miscellaneous	327,000
STATIONERY, OFFICE EQUIPMENT	222,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	1,171,000
Radio & Television Sets	381,000
Records	280,000
Miscellaneous	510,000
TOBACCO PRODUCTS & SUPPLIES	31,490,000
Cigarets	28,756,000
Cigars, Pipe Tobacco	2,330,000
Miscellaneous	404,000
TRANSPORTATION & TRAVEL	3,911,000
Air	2,734,000
Bus	422,000
Rail	718,000
Miscellaneous	37,000
WATCHES, JEWELRY, CAMERAS	3,830,000
Cameras, Accessories, Supplies	1,170,000
Clocks & Watches	22,000
Jewelry	174,000
Pens & Pencils	2,211,000
Miscellaneous	253,000
MISCELLANEOUS	8,600,000
Trading Stamps	953,000
Miscellaneous Products	3,655,000
Miscellaneous Stores	3,992,000
TOTAL	$605,603,000

*In 1959 liquid cleaners (i. e. Lestoil) included in sub-class, "Cleaners, Cleansers."

Analysis of Spot TV Activity

	1959 Amount	1959 %	1958 Amount	1958 %
Time of Day				
Day	$223,495,000	36.9	$182,730,000	35.7
Night	306,406,000	50.6	273,162,000	53.4
Late Night	75,702,000	12.5	55,878,000	10.9
	$605,603,000	100.0	$511,770,000	100.0
Type of Activity				
Announcements*	$460,706,000	76.1	$371,931,000	72.7
ID's	64,512,000	10.7	56,825,000	11.1
Programs	80,385,000	13.2	83,014,000	16.2
	$605,603,000	100.0	$511,770,000	100.0

*Includes Participation.

NEW CREDIT CARD ORGANIZER
HOLDS & DISPLAYS 24 OR MORE CARDS!
Complete With Handy Pocket-Secretary

- ☆ Transparent pockets hold 24 credit cards, licenses, photos, etc.
- ☆ Full-size perforated expediting memo pad.
- ☆ Quick-flip alphabetical phone and address index.
- ☆ Individual pocket for Diners' Club and Am. Exp. books.
- ☆ Money compartment for bills.
- ☆ Ample room for business cards, time tables, checks, etc.

WAFER-THIN!
No more fumbling nor fat, bulging wallet!

FREE INITIALS
In raised GOLD PLATE
Available in Morocco-Grain Miralon in Black or Sable Brown

DINERS' CLUB MEMBERS MAY CHARGE

BUSINESS GIFT OF DISTINCTION!
Your company name gold-embossed. Write for quantity prices!
Sold on Money Back Guarantee.

NOVEL MFG. CO
33 2nd Ave., Dept. C-6
New York 3, N. Y.

TWO UNITS FOR PRICE OF ONE!
A Comparable $9.95 value

NOW only SPECIAL: 2 for $7 3 for $10

$3.95 COMPLETE Tax Included GIFT-BOXED POST-PAID

WAGNER-WAND—*E. R. Wagner Mfg. Co. Milwaukee, is promoting its new cleaner applicator, Wagner-Wand, with large space ads like this one in daily newspapers in Fort Wayne.*

Wagner Tests New Cleaner Applicator in Fort Wayne Dailies

MILWAUKEE, April 5—E. R. Wagner Mfg. Co. currently is test marketing a new cleaner applicator, Wagner-Wand, in Fort Wayne.

The company claims that Wagner-Wand is the first cleaner applicator designed for use with liquid all-purpose household cleaners. The product sells for $3.95 retail.

Wagner-Wand is being promoted in Fort Wayne with page and 1,000-line ads in the *Journal-Gazette* and the *News-Sentinel*. An expansion to other markets is contemplated in the near future. Howard H. Monk & Associates, Rockford, Ill., is the agency.

■ The Wagner-Wand is made of plastic and has an 11½" handle, which holds a half-pint of cleaner. The head of the applicator is a sponge surrounded by a circular brush. The entire head is replaceable. Fluid is pumped from the handle into the sponge by applying light finger pressure.

The company currently is seeking a successor to Robert T. Brazier, vp and director of marketing, who resigned three weeks ago. He has not announced his future plans.

Detroit Edison Sets Big Push

Detroit Edison Co. has started the most extensive, concentrated newspaper ad campaign in its history to run through Dec. 31. The project includes a series of 12 ads in southeastern Michigan daily newspapers and 128 weekly newspapers. A total of 27 one-minute spot commercials per week on two Detroit radio stations also is scheduled. Campbell-Ewald Co., Detroit, is the agency.

Old Dutch Gives Coupons

Old Dutch Coffee Co. is conducting a couponing drive in 13 New Jersey counties, staggered over a three-week period this month, and covering more than 1,000,000 homes. The coupons are worth 10¢ toward a 1 lb. can of Old Dutch coffee, and the drive is supported with local newspaper ads and stepped up tv spots. Ketchum, MacLeod & Grove, New York, is the agency.

Donnelley Promotes Three

Reuben H. Donnelley Corp.'s directory publication division has named Charles A. Schairer, formerly general marketing services manager, general sales manager for national accounts, a new post. Burton A. Ford Jr., formerly a staff assistant to the regional vp, has been named to succeed Mr. Schairer. Daniel F. Casey, formerly a sales manager of the division, has been named a sales manager for national accounts, a new post.

3 to Advertising Associates

Trio Process Corp., Elkins Park, Pa.; Dreifus Steel Corp., Bala-Cynwyd, Pa.; and Chemolene Co., Jersey City, have appointed Advertising Associates, Philadelphia, to handle their advertising.

Bobbie Brooks Boosts Bernard

David Bernard has been named director of advertising for Bobbie Brooks Inc., Cleveland, manufacturer of young adult women's apparel. He was formerly director of advertising of Consolidated Trimming Corp., New York.

Even tons of bump can't make it fail

THE TIRE OF SAFETY—*Cooper Tire & Rubber Co., Findlay, O., is doubling its national ad expenditure in 1960, and will use two-color ads in The Saturday Evening Post and Sports Illustrated as well as in newspapers and radio and in trade publications. This ad will break the campaign, emphasizing the tire's safety features, in the May 21 issue of the Post. Maurice Mullay Inc., Columbus, is the agency.*

Brower Bears Happy Pepsi News to London

LONDON, April 8—Charles Brower, president of Batten, Barton, Durstine & Osborn, made his Pepsi-Cola-splashed debut in London last night.

More than 250 personalities from British television, publishing and advertising greeted him at a Claridges Hotel reception given by Pat Dolan, BBDO's new international boss.

Louder by far than the conviviality of the cocktail crowd was the double-barreled announcement of new business gained in New York and London.

▪ Mr. Brower brought news of the winning of the Pepsi account, which he estimated at $12,000,000 (*see story of this event on Page 1*). Mr. Dolan greeted Mr. Brower with news of BBDO International's first new European account since the merger with Dolan, Ducker, Whitcombe & Stewart a month ago. This is the $600,000 Goddard wax account, which is moving to BBDO International from Colman, Prentis & Varley.

Prominent at the reception party were bottles of Pepsi-Cola iced in huge silver buckets.

Mr. Brower said: "I left New York riding on a cloud two hours after Herb Barnet told me we had won the Pepsi account. Now I arrive in London to discover we picked up our first big European account. Pepsi, Chrysler and Goddard are great companies and we are proud to be associated with them. What could be a better welcome to England?"

▪ Mr. Brower was accompanied by Bob Foreman, exec vp in charge of BBDO creative services. They plan to meet their new staff, see clients and look around.

"A little while after a merger like this you naturally want to see how things are shaking down," Mr. Brower said.

Asked what he thought of future prospects for BBDO in the international field, he replied: "We think the prospects are tremendous with the buildup of the common market and the free trade area. If we didn't think there were great prospects, we wouldn't have staged this merger."

Mr. Dolan said he hoped the Pepsi account might move to BBDO, London. "It's not automatic," he explained. "Each area is independent."

Pepsi is distributed here by Schweppes and bills about $350,000. Colman, Prentis & Varley handles the business. #

Crombie Advertising Invades Toronto in Buy of Denne Agency

TORONTO, April 6—Crombie Advertising Co., a Montreal agency, is stepping up its Toronto operations.

The agency has purchased A. J. Denne & Co., a Toronto shop, which was established in 1921.

Keith B. Crombie, president of the Montreal agency, would not divulge details of the acquisition to ADVERTISING AGE, but trade sources estimate that the combined operations of both agencies will bill about $2,000,000 in 1960.

Mr. Crombie said consolidation of the two organizations is now under way and that all Toronto operations would be handled from Crombie's local office starting on May 1.

▪ Mr. Crombie formed his agency in 1948. Mr. Denne retired from the presidency of his agency in 1957, and from active participation in the agency's affairs in 1959, after 50 years in the advertising business.

Mr. Crombie said there were no conflicting accounts as a result of the acquisition of the Denne agency and that most members of the Denne staff would be joining Crombie, which has about 25 staffers; Denne has about 15. #

KMTV Sets 17-Hour Colorcasting Day in Test Promotion

OMAHA, April 7—April 10 will be color tv day for KMTV, one of the most color-minded tv stations in the country. From sign-on to sign-off for 17 hours every show seen on the station will be in color.

General Manager Owen Saddler planned this special promotion in cooperation with RCA and its distributor, Sidles Co., when it was learned that NBC would carry seven hours of tint television on Palm Sunday. The usual network color schedule has been augmented by opera, religious telecasts and a Hallmark special.

The station will spend about $5,000 to pre-empt the regular b&w shows on NBC and to substitute local live and film color programs. One of these—a fashion telecast—will be sponsored by the J. L. Brandeis department store. Several of the shows will be partially sponsored by RCA and Sidles. And a number of RCA dealers have bought spots throughout the day. RCA's singing spokesman, Vaughn Monroe, will emcee some of the live specials. #

Last Minute News Flashes

Buchen, Marsteller Vie for Armour Chemical Unit

CHICAGO, April 8—Armour Industrial Chemical Co. has moved its account out of Foote, Cone & Belding, and is considering appointing either Buchen Co. or Marsteller, Rickard, Gebhardt & Reed. Armour and FC&B agreed it should have an industrial agency for its chemical subsidiary, which bills about $250,000. FC&B retains the rest of its Armour business.

Nicholas International Names Grant, Shaw-Hagues

TORONTO, April 8—Nicholas International Ltd. and Nicholas of America Ltd. will consolidate all proprietary drug and veterinary product advertising in the U. S. and Canada with Grant Advertising, Toronto. Advertising, said to be running about $250,000 annually, was split among Albert Jarvis Ltd. and Paul-Phelan Advertising, Toronto, and Phil Gordon Agency, Chicago. Shaw-Hagues, Chicago, will handle U. S. ethical drug advertising, a new venture for Nicholas.

Du Pont Introduces Telar; Other Late News

• **Du Pont's Telar,** a new anti-freeze designed to last the life of a car, will be introduced with a reported "multi-million dollar promotion"—which Du Pont calls the heaviest advertising budget it has ever put behind a consumer product. Advertising will begin in September with an all-media push, through Batten, Barton, Durstine & Osborn. The company's Zerone and Zerex also will be heavily promoted, with a "plus-$1,000,000 budget."

• **Frank F. Morr,** vp of Gordon Best Co., Chicago, for the past 15 years, has been promoted to exec vp of the agency, a new post.

• **Louis W. Prestin,** former president of Sunbeam Corp. (Canada) Ltd., Toronto, has been named vp and director of marketing of Sunbeam Corp., Chicago, a new position. Mr. Prestin will coordinate all advertising, marketing and sales activities.

• **Anthony C. DePierro** has rejoined Geyer, Morey, Madden & Ballard as vp and assistant to the president, a new post. He resigned from the agency in 1952 to join Lennen & Newell as vp, member of the plans board, and director of media.

• **State Mutual Life Assurance Co. of America,** Worcester, Mass., will launch the first national ad campaign in its 116-year history this spring with pages in *Newsweek, Time* and *U. S. News & World Report.* Doremus & Co., Boston, is the agency.

• **Earl B. Winebrenner** has resigned as ad manager of Armour Pharmaceutical Co., Chicago, to join Smith Dorsey division of Wander Co., Chicago, as ad manager He succeeds Dave Sanders, who has been promoted to marketing manager, with headquarters in Lincoln, Neb. Harvey Giss, formerly market research director, succeeds Mr. Winebrenner. Smith Dorsey currently is marketing a new medicine for intestinal gas, Kanulase, and has assigned it to Jordan, Sieber & Corbett, Chicago. Kanulase is being promoted in 24 medical publications.

• **Canadian Industries Ltd.,** Montreal, and its agency, Cockfield, Brown & Co., have decided to go separate ways after a 15-year association. The company began moving its account out of Cockfield about two years ago, when it lodged the Treylene Fibre account, estimated at $500,000 a year in billings, at Grey Advertising. The company now is in the process of withdrawing its corporate advertising account from Cockfield and will move its other divisions before the end of the year. It is estimated that the industrial accounts are worth about $225,000 in billings.

• **American Machine & Foundry's** bowling products group has launched a $300,000 to $500,000 campaign in 60 newspapers to promote league bowling. Four different 840-line b&w ads, some offering free bowling lessons, will be used in the drive, to run through autumn. At some time all AMF bowling centers in a city will be listed in ad. Alley proprietors will be encouraged to tie in. Cunningham & Walsh, New York, is the agency.

• **This Week Magazine,** as reported exclusively in ADVERTISING AGE's Nov. 9 issue, will publish a special monthly supplement on the beauty and fashion field, starting May 15. The first issue, a 10-page section called *American Beauty,* will go to *This Week's* full 13,000,000 circulation and will carry cosmetics and fashion ads. Ad rates are the same as *This Week's*—$39,300 per b&w page.

• **American Motors Corp.,** as part of a new expansion program, has promoted Fred W. Adams, director of advertising and merchandising for the past four years, to the post of sales manager of the automotive sales division in Detroit. His new duties include management of field sales, dealer development and retail manpower development. Mr. Adams succeeded Virgil E. Boyd, who was named director of sales operations. The ad manager's functions will be taken over by Albert E. Tracey and George R. Browder, formerly regional managers, whose titles will be assistant sales manager.

• **Rival Packing Co.,** Chicago, is reevaluating its ad program for Rival dog food and has been talking with at least three agencies—Campbell-Mithun; Doyle Dane Bernbach Inc. and Needham, Louis & Brorby. Guild, Bascom & Bonfigli currently handles Rival, which bills more then $1,000,000.

• **Oliver Corp.,** Chicago, has postponed indefinitely meetings with eight agencies, which were to start this week. The postponement reportedly was caused by high-level personnel changes. Oliver announced three weeks ago that it was reviewing its ad program for agricultural and construction machinery, which bills about $1,000,000 and currently is handled by Buchen Co. (AA, March 14). Agencies, in addition to Buchen, which were to make presentations included Biddle Co.; Campbell-Ewald; Compton Advertising; Fuller & Smith & Ross; Jaqua Co.; Marsteller, Rickard, Gebhardt & Reed and Waldie & Briggs.

• **Bruce Friedlich** has resigned as an account executive of Frank Vos & Co., New York, to open his own advertising and pr agency at 12 E. 44th St. Moving from Vos agency with Mr. Friedlich are two accounts, Shearson, Hammill & Co. and First Investors Corp., with combined billings estimated at about $200,000. Also joining the Friedlich agency are two former Vos account men, Kenneth Sleeper and Alan Rosenberg. Mr. Friedlich told ADVERTISING AGE that his agency is starting out with billings "slightly under" $1,000,000. Mr. Vos said Mr. Friedlich's departure from his agency was under "amicable" circumstances.

Sponsor Must Be Responsible for TV Show: Du Pont

Company Must Guard Reputation of Its TV 'Product,' Employes Told

WILMINGTON, DEL., April 6—How much responsibility does a sponsor have for what goes in his television show? Plenty, if you take the word of E. I. du Pont de Nemours & Co.

In an editorial in "Better Living," the Du Pont employe magazine, the company comes out flatly for sponsor responsibility, heading its editorial, "A Word with Our Sponsor."

The editorial notes that a major industrial company recently became a patron of the arts by underwriting a quality tv series, and reaped applause, both for its sponsorship and for its statement that "no interference" would be exercised with the theatrical content.

This is a reference to the Standard Oil Co. (New Jersey) sponsorship of "The Play of the Week" on WNTA-TV, New York, through Ogilvy, Benson & Mather.

▪ "We trust this generous gesture will be rewarding to both sponsor and public, but we wonder a little, in the light of recent tv disclosures, just where the responsibility for tv fare may lie if not with the sponsor under whose auspices it is presented," the Du Pont editorial says.

"The answer to this question is not academic theory. It is provided not by any arbiter of ethics, but by the parties most immediately concerned. As a tv sponsor of some prominence, our company is experienced in the field, and while we have had little occasion to spar seriously with anyone about what was to be presented, we certainly can testify as to who gets the protests when some error of judgment or fact creeps into the proceedings. When the television audience is annoyed, its peeve comes through loud and clear, directed not to the writers or the actors concerned, but straight to headquarters. It's then that the public wants A Word with Our Sponsor.

▪ "The accountability of the sponsor is thus clear enough to the public, and cannot be wholly deposited elsewhere. Regardless of who else is around when you go calling in someone's home, you and no one else are held liable for your behavior while you are there. You can't escape by pointing to the fellow who arranged the visit and say, 'I'm with him.' And it seems to us that the tv field has suffered not through too much acceptance of responsibility, but of too little," the Du Pont statement continues.

"Recently, tv writers in testimony upbraided sponsors who declined to permit shows characterized by 'violence' and 'depressing atmosphere.' Is this just grounds for criticism? It seems to us that sponsorship by its very nature assumes full responsibility for public affront.

▪ "Our company, and all 86,000 of us who comprise it, are pretty careful about the quality of goods we put out bearing our label. If it's a Du Pont product, you know that you can depend upon it and that the company is exercising all possible diligence to insure its reliability. Du Pont can hardly be any less attentive to the product it presents on your tv screen." #

McGraw-Hill Chiefs Tell Publishing Problems Here and Abroad at Meeting

(Continued from Page 1)
now and then someone has to make a simple human decision."

4. Size—"Can we grow in capacity to match our bulk?"

The challenges, he said, are more than matched by the opportunities.

■ The scope of the opportunities were sketched by Dexter M. Keezer, vp and director of economics, who noted such encouraging signs as: An indicated 47% growth in gross national product in the next decade, a rising international market (with Latin America leading with 60% increase), a 19% population growth, a 38-hour work week in 1970, matched by a reduced power cost to compensate for rising labor costs.

He also noted that 12% of manufacturers' sales were achieved on products in 1959 which didn't exist in 1956, and he believes that 30% of 1970 sales will come from products not produced in 1960. In a familiar note, he stressed what changing depreciation allowances can do for the capital expenditures market in new equipment. He noted that the percentage of companies with advance planning of three years or more had more than quadrupled between 1949 and 1959, from 20% to 90%.

■ Curtis G. Benjamin, president of McGraw-Hill Book Co., described the scope of the company (now the second largest in the business, publishing 400 titles a year in four divisions) and held out a bright future in an era which may see 50% of high school graduates go to college, and the number of engineers rise 70%. He noted the four encyclopedias now published by the company, and said it might be 40 by the end of the decade. He said a music book division, a division for religious books, and one for books on law were possibilities in the near future.

■ Moorhead Wright, manager-operations, GE's Management Research & Development Institute, stressed the rise of management development, cited the 80,000 executives who go through the American Management Assn.'s seminars each year, and the GE school which has handled 1,273 executives in three years, for courses of from nine to 13 weeks, in which the student body averages 44 years of age and $30,000 a year in income, and which costs GE $750,000 to operate.

He repeated his familiar warning that all development is self-development, not training; that all development plan has to be universal, and that its greatest application is on the day-to-day job level.

■ On the international front, the meeting heard transcribed reports from McGraw-Hill bureau chiefs around the world, and saw a new film called "Cable Address, McGraw-Hill," which will be used by sales forces shortly. A dialog between Paul R. Miller, editor of *International Management Digest*, and George Browne, editor of *Ingenieria Internacional Industria*, was calculated to bring out the opportunities for business papers in world trade. For instance: In 1952, only about 1,500 of the companies listed on the New York Stock Exchange had overseas operations and subsidiaries—in 1959, an estimate is 2,400. International sales are zooming—Caterpillar Tractor's international business is now 35% of total, Gardner-Denver's international percentage is 31%, and it's 25% for International Harvester, and Pfaudler-Permutit's international business has grown 318% since 1953. Also, Minnesota Mining & Mfg. international sales jumped from $20,000,000 in 1952 to $92,000,000 in 1959, and National Cash Register's from $51,000,000 in 1950 to $159,000,000 in 1959.

■ An international sales panel of Russ Anderson, *Metalworking Production*, London; Edward E. (Bud) Schrimer, European district manager, London; Stanley Kimes, north continental manager, Frankfurt; Malcolm Thiele, London, and Edward Murphy, London, with Eugene E. Weyeneth, publisher of international publications, surveyed the sales scene abroad. Perhaps the most interesting report was that of Mr. Kimes: Advertising in Germany has quadrupled since 1952, and is now $600,000,000. About 86% is in print media, the remainder in radio, outdoor, cinema and tv. In 1957 there were 400,000 tv sets in Germany; today there are 4,000,000. It has produced a severe shortage of advertising personnel—J. Walter Thompson in Frankfurt has gone from 57 to 400 employes in a handful of years. Mr. Weyeneth mentioned the addition of "international edition" to covers of publications going outside the U.S. and Canada, citing *Chemical Week* and *Electronics*. He said Johnston Publishing would launch *International Electronics* in the fall.

■ An editorial panel of Elmer Tangerman, editor of *Product Engineering*, as moderator, and composed of Waldo G. Bowman, *Engineering News-Record*; Jerome D. Luntz, *Nucleonics*; Alvon W. Knoerr, *Engineering & Mining Journal*, and William E. Vannah, *Control Engineering*, covered problems of selection, editing, writing, the development of "splinter" magazines and the future of technical magazines.

On the news front, a panel moderated by Edgar Grunwald, *Purchasing Week*, and composed of Robert B. Hotz, *Aviation Week*; Kenneth Kramer, *Business Week*; Ralph Schulz, *Chemical Week*; and Glenn Bayless, Washington office, commented on problems of business news reporting, with Mr. Kramer observing tartly that newspapers had defaulted their responsibility in business news reporting, and asserting that "scraps" appeared in news magazines.

■ A publisher panel composed of Elliott Bell, *Business Week*; Donald C. McGraw Jr., *Coal Age* and *Engineering & Mining Journal*; Donald White, *Factory* and *Textile World*, and George H. Reppert, *American Machinist Metal Working Manufacturing*, discussed problems and proofs of leadership, with major emphasis on editorial scoops and achievements of the business papers on which they worked. The panel was moderated by George C. Tenney, vp.

A panel on advertising measurement moderated by Bayard Sawyer, associate publisher of *Business Week*, investigated new approaches to standards of advertising effectiveness.

Malcolm A. McNiven, advertising research manager of E. I. du Pont de Nemours & Co., described his efforts in operations research testing a two-and-a-half-year project aimed at finding out how much to spend on advertising to maximize profits and how advertising should be allocated geographically.

He described methods used to isolate elements in the marketing and the construction of a model aimed at predicting changes in share of market.

Results are not yet available but it is hoped Du Pont can ultimately say that for a product in specified markets "X dollars of advertising resulted in XY dollars of profit."

■ John C. Spurr, director of research for McGraw-Hill, described progress in studies of recognition as a measure of advertising effectiveness and summarized: (1) It cannot be demonstrated conclusively that changes in recognition are followed by changes in sales although it seems likely; (2) changes in space advertising cause changes in recognition; (3) if it can be demonstrated that change in recognition due to advertising makes a change in sales "we will have gone a long way to measure advertising effectiveness."

■ Milo Ziegenhagen, manager of advertising and marketing promotion for Worthington Corp., announced two forthcoming IARI studies on analyses of advertising readership studies and a study of techniques and standards of mailed readership studies.

Mr. Ziegenhagen described efforts to measure the whole advertising program beginning with measurement of individual parts and including personal selling promotion and advertising consumer education programs and publicity. He advocated a "total marketing plan" which he believes is "basic to making our advertising effective."

■ George M. Robertson, manager of advertising administration and research for the GE apparatus sales division, described his company's "verified inquiry" program in which a rapid and detailed follow-up system helps to convert inquiries to sales contacts. He reported that in one year 138,000 inquiries are handled, most of which come from news releases (more than half), followed by space advertising (amount not specified). Trade shows account for 7,600 inquiries; letters, not traceable to any source of stimulation, account for 15,600 or 11%, and direct mail 5,700 or 4%.

He explained that while only 1.3% of verified inquiries were developed from 138,000 inquiries, the results were spectacular.

■ A panel on advertising management was moderated by Wallace F. Traendly, senior vp, and included Richard Koehler, LeRoi division, Westinghouse Air Brake Co.; Charles Murphy, Olin Mathieson Chemical Corp., and Ralston B. Reid, General Electric Co.

The panel evidenced agreement on (1) long-range planning; (2) on avoiding historical percentages in setting budgets; (3) that editorial excellence is the top quality in a business paper, but is infrequently stressed by advertising salesmen, and (4) that salesmen generally do a good job.

Both Mr. Murphy and Mr. Koehler said corporate campaign ad funds were not taken from divisions and product advertising budgets in their companies.

■ A panel on creating advertising, moderated by Shelton Fisher, senior vp, included Anthony C. Chevins, Cunningham & Walsh; William A. Marsteller, Marsteller, Rickard, Gebhardt & Reed, and Walter Weir, Donahue & Coe.

The panel evinced low regard for brainstorming, expressed various views on how to get copy talent (Mr. Marsteller said candidly his agency gets talent from General Electric), and also expressed the hope that business paper salesmen would encourage clients to let successful running campaigns continue and discourage changes (Mr. Chevins said the client apparently feels the agency is too lazy to produce a new campaign).

Asked about gimmicks, Mr. Weir said the gimmick school was given an impetus by the Hathaway and Marlboro ads.

Mr. Marsteller ripped inserts and pop-ups, saying he thought there was a danger of publications becoming "a mass carrier of gimmick direct mail, junk mail; these destroy the editorial function." He noted that *Scientific American* has announced a no-insert policy. #

TATERS—*General Mills, Minneapolis, is introducing in some markets two new Betty Crocker potato products—scalloped potatoes and au gratin potatoes. Introductory ads, including color pages, are slated for dailies, This Week Magazine and independent Sunday supplements. Knox Reeves Advertising is the agency.*

Honegar Promotion Dropped

B. T. Babbitt Co., New York, took a page in *Supermarket News* April 4 asking its retailers to destroy all Honegar promotional materials referring to the book, "Folk Medicine." The company said it was doing the same and told dealers that the Honegar seizure by the Food & Drug Administration (AA, April 4) was because of the promotional material and there was no question about Honegar purity.

PRSA Compiles PR Books List

A total of 33 titles of books dealing with public relations are included in a revised selected list issued by the Public Relations Society of America, New York. The annotated list, "Public Relations in Print," can be obtained without charge from PRSA headquarters, 375 Park Ave., New York.

ANPA Raps P.O. Talk of 'Subsidy' to Newspapers

NEW YORK, April 7—The U. S. Post Office Department had its knuckles rapped this week by the American Newspaper Publishers Assn., which said its members are "outraged over repeated charges that they are being subsidized through present second class mail rates." The ANPA labeled the charges an "irksome occurrence."

Ralph Nicholson, chairman of ANPA's postal committee, issued a statement lambasting the Post Office for failure to comply with the Postal Policy Act, put through by Congress in 1958.

As interpreted by the ANPA in its statement, the act provides that additional expenses of "public services" rendered by the Post Office be defrayed by specific appropriation.

Instead, Mr. Nicholson charged, the department has proposed additional increases on some classes of mail "far above cost of handling same, in order to offset alleged losses in serving other users." This shows that the Post Office "again fails to compute soundly the cost of its public service activities," ANPA said.

■ "Why sound management, which includes fairness to the public it serves, has not long since replaced confusion and distortion seems almost inconceivable," ANPA continued. "One of the long existent inequities is the charge of subsidy against newspapers, in spite of the oft repeated declaration from dailies that they want no subsidy and believe they receive none." #

KSAN Hits Disk Jockey in $200,000 Suit; Charges Payola

SAN FRANCISCO, April 5—KSAN has sued George Oxford, disk jockey, and 10 unnamed corporations for $200,000 because of alleged "payola."

The radio station complains that it hired Oxford on July 1, 1955 at $250 a week under an agreement that he would not accept outside fees for work performed for KSAN but that he has allegedly been paid $40,000 since then for playing records owned or distributed by the unnamed corporations.

Mr. Oxford termed the suit "ridiculous" and denied receiving $40,000. He added that "it was understood that I was in the record business when I joined KSAN in 1955."

David Wendel, attorney for Mr. Oxford, asserted that "before we knew of this suit, a certified letter was sent to KSAN notifying the station that Mr. Oxford would leave next July 1 to join KDIA in Oakland."

■ The KSAN suit asserts that the time "used in promoting records" is worth $200,000 at commercial rates and is the sum owed the station.

The station also has filed a damage claim contending that Mr. Oxford had worked for KSAN long enough to establish the name "Jumpin' George" as a "valuable trade symbol" and that KDIA had hired Mr. Oxford "knowing he had a contract with KSAN."

The station is seeking a restraining order to prevent KDIA from using the name "Jumpin' George" in advertising, solicitation of sponsors, or in broadcasting. KSAN also asked $100,000 in damages from Mr. Oxford and $150,000 from KDIA. #

Marketers Neglect Women's Views in Packaging Wares, Montgomery Says

(Continued from Page 4)

veniences and gimmicks which are highly attractive and which will return much larger sales but not always at a price which will cover the added cost," Mr. McNown said.

■ In another talk, Arthur W. Evers, vp in charge of advertising and sales promotion, Kirsch Co., Sturgis, Mich., said Kirsch has been carrying the entire education burden for the window covering drapery hardware industry through its national consumer advertising.

Kirsch manufacturers, advertises and sells drapery hardware. The company's annual advertising budget for national, consumer and trade publications is $500,000, about 2% of sales. Window drapery hardware is a $65,000,000 industry wholesale, he said.

■ F. W. Priess, manager of product and package design for Montgomery Ward & Co., described packaging changes the company is undergoing.

This is a definite change for Montgomery Ward since it discarded its former management policy of saving for a rainy day. In the past, AMA packaging conferences have occasionally been a field day for Sears, Roebuck & Co. Now Montgomery Ward has joined the contemporary packaging fray.

■ Among new products or packages displayed by exhibitors at the show were:

• Tide detergent with Day-Glo fluorescent color by Switzer Bros.

• Heinz ketchup, in a single-serving pouch of polyethylene cellophane and foil produced by Forbes Lithograph Co.

• Markers mark scotch with a tear strip tape by Minnesota Mining & Manufacturing Co.

• Fanny Farmer candy, in a cellophane and polyester double wall bag for supermarkets by Du Pont.

• A slide-top package for Viceroy filter cigarets, which includes a pull-tape to lift out the first cigaret, by American Machine & Foundry Co.

• Piel beer, in an aluminum, foil-covered carton, by Reynolds Metals Co., which keeps beer cold for several hours.

• Haffenreffer and Esslinger beers, in a stay-cold carton by Alcoa.

■ The Hollingsworth & Whitney division of Scott Paper Co. introduced an extensive paper with a "two-way stretch" for heavy duty packaging, called Expanda-Kraft. It was demonstrated by the company and its agency, Ketchum, MacLeod & Grove by luring Johnny Unitas of the Baltimore Colts for two days and $750 to throw a football at it.

A similar paper was introduced a few years ago by West Virginia Pulp & Paper under the trade name, Clupak. #

Dodge Cuts Welk Time in Half

Dodge division of Chrysler Corp., Detroit, has cut its sponsorship of ABC-TV's "Lawrence Welk Show" for the 1960-61 season. Although the car maker has been full sponsor of the show this season, it has renewed for only 26 alternate weeks next fall. The Dodge order was placed through Batten, Barton, Durstine & Osborn. The other half of the Welk show remains unsold.

Flood to Chicago Show Printing

William E. Flood has joined Chicago Show Printing Co., Chicago, as creative director of its eastern division. The appointment is part of the company's expansion program for its creative services in the point of sale and merchandising promotion field. Mr. Flood, who will be headquartered in New York, was formerly executive art director at Einson-Freeman Co., Long Island City.

DO YOU WANT TO SELL YOUR PRODUCT TO SUPERMARKETS AND FOOD CHAINS?

A national sales organization with a proven record in the profitable merchandising of food and non-food items through supermarkets and food chains coast-to-coast offers a distinctive selling service—unique in scope and unusual in its approach to the marketing dollar.

Thoroughly experienced in marketing tactics and strategy, sales promotion and sales management, we have an intimate knowledge of major markets plus a wide valuable acquaintance among the top food trade people across the country. In short, we know how to go out and get the orders.

Interested agencies and manufacturers may write for further details to:

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200 E. Illinois St., Chicago 11, Ill.

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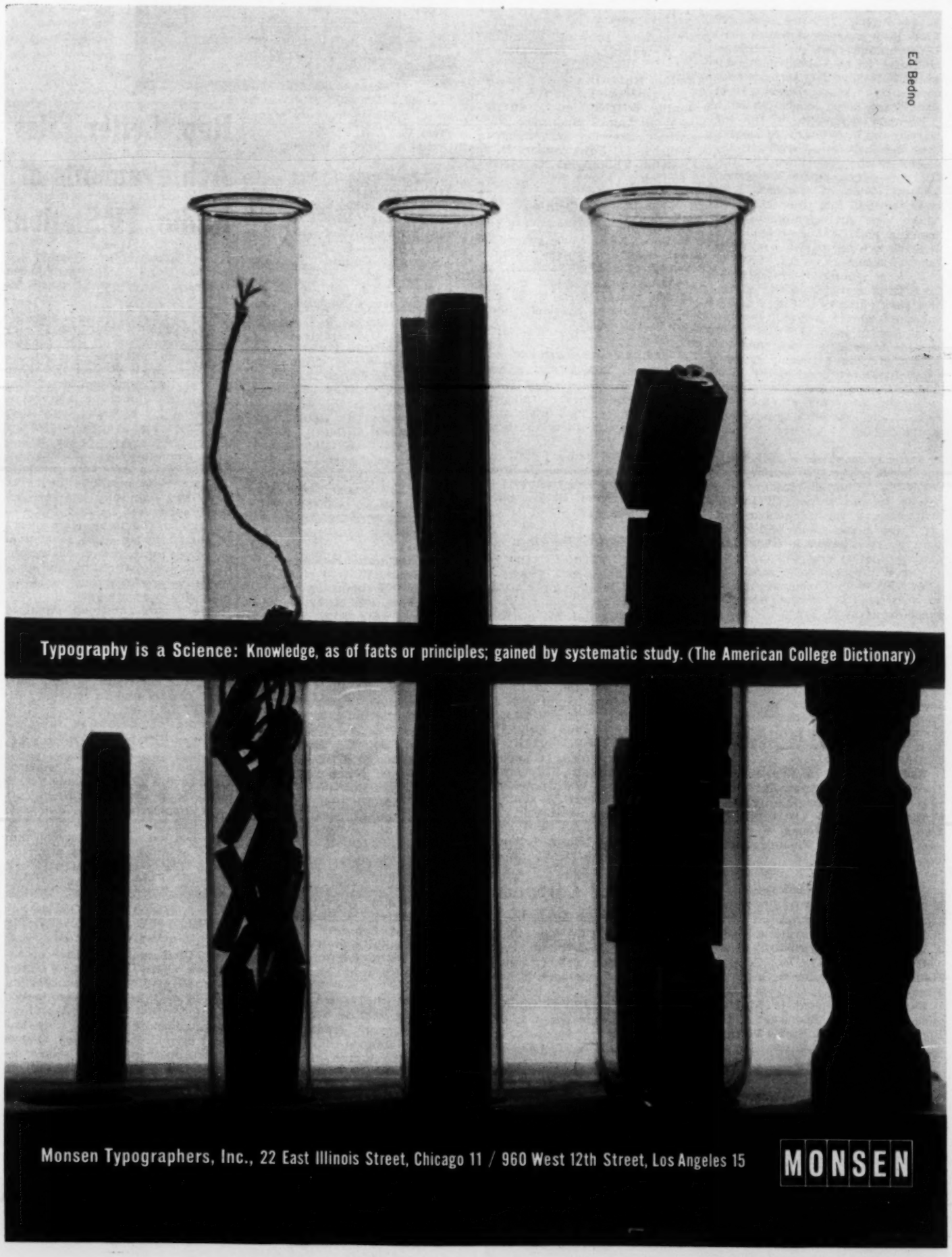
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Typography is a Science: Knowledge, as of facts or principles; gained by systematic study. (The American College Dictionary)
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MONSEN

25 Oldtimers; Only 17 Rookies . . .

It's Spring Training Time; Sponsors Loosen Up Arms for Contract Signing

Veterans (Including Many a Brewer) Jam Dugout as 'Play Ball' Call Sounds

NEW YORK, April 7—The number of advertisers which have remained loyal to the great American game of baseball represent quite an impressive list. From a total of 42 sponsors lined up to date as backers of radio and tv coverage of major league baseball games during the 1960 season, 38 have made an appearance at least twice in the past three seasons. Of these, 25 have been going out to the ball game for the past three consecutive seasons—several of them for a much longer period.

Brewers represent by far the largest single category of advertiser baseball fans, with 16 included in the 1960 lineup so far. Oil companies comprise the second heftiest group of spenders, with eight falling into this category. There are six sponsors among banking and finance groups, and five tobacco companies qualify as baseball sponsors.

Various groups of Ford dealers have been included in the roster, the New England dealers being the most consistent recently, going along for at least the past three seasons. Making an appearance this season are the Allegheny County (Pa.) dealers; baseball in 1959 had the backing of the Washington group and the year before the Ford men of Ohio made an appearance in the lineup.

■ Color tv coverage is one of the highlights of the 1960 season, with WGN-TV, Chicago, leading the league in this respect. WGN-TV will colorcast the full schedule of the Cubs' home games and about half the road games in color. The Chicago station also will carry 43 of the White Sox home games in color. WLW-T, Cincinnati, plans to colorcast 23 of the Redlegs' home events.

American League

Chicago White Sox

Television: WGN-TV (no station feed), 43 home games (in color), 12 games away. Sponsors: Oklahoma Oil (Needham, Louis & Brorby), ½; Hamm Brewing (Campbell-Mithun), ½.

Radio: WCFL (fed to 60 stations), all games. Sponsors: General Tire & Rubber (D'Arcy), ¼; Anheuser-Busch (D'Arcy), ¼; General Cigar (Young & Rubicam), ¼; General Finance (Gordon Best Co.), ¼.

Cleveland Indians

Television: WEWS (fed to 2 stations), 56 games. Sponsors: Carling Brewing (Lang, Fisher & Shashower), ⅓; Standard Oil, Ohio (McCann-Erickson), ⅓; Central National Bank (Fuller & Smith & Ross), ⅓.

Radio: WERE (fed to 45 stations), all games. Sponsors: Carling Brewing (Lang, Fisher & Stashower), ⅓; Society National Bank (Griswold-Eshleman), ½, ⅓; Richman Brothers Clothes (Lang, Fisher & Stashower), 1/6.

New York Yankees

Television: WPIX (fed to 2 to 4 stations), 77 home games, 49 games away. Sponsors: Ballantine (Esty), ½; R. J. Reynolds (Esty), ½.

Radio: WMGM (fed to above 40 stations), all games. Sponsors: Same as tv in N.Y.C.: Outside N.Y.C.: Ballantine (Esty), ½; Atlantic Refining (Ayer), ½.

Detroit Tigers

Television: WJBK-TV (fed to 8 stations), 24 home games, 18 games away. Sponsors: Stroh Brewery (Zimmer, Keller & Calvert), ½; Speedway Petroleum (Doner & Co.), ½.

Radio: WKMH (fed to 50 stations), all games. Sponsors: Same as tv.

Boston Red Sox

Television: WHDH-TV (fed to 5 stations), 55 games. Sponsors: Narragansett Brewing (Cunningham & Walsh), ⅓; Ford Dealers N. E. (J. Walter Thompson), ⅓; Atlantic Refining (Ayer), 1/6; R. J. Reynolds (Esty), 1/6.

Radio: WHDH (fed to 40 stations), all games. Sponsors: Narragansett Brewing (Cunningham & Walsh), ⅓; Ford Dealers N. E. (J. Walter Thompson), ⅓; Atlantic Refining (Ayer), ⅓.

Baltimore Orioles

Television: WJZ-TV (fed to 3 or 4 stations), 11 home games, 36 games away. Sponsors: Hamm Brewing (Campbell-Mithun), ½; Numerous other sponsors, ½.

Radio: WBAL (fed to 38 stations), all games. Sponsors: Same as tv.

Kansas City Athletics

Television: WDAF-TV (no station feed), 30 games away. Sponsors: Schlitz Brewing (Majestic Advertising), ½; Two other sponsors (¼ each), contacts not signed at deadline.

Radio: WDAF (fed to 6 stations), all games. Sponsors: Schlitz Brewing (Majestic Advertising), ⅓; Skelly Oil (Bruce B. Brewer & Co.), ⅓; Open, ⅓.

Washington Senators

Television: WTOP-TV (no station feed), 24 games. Sponsors: National Bohemian (Doner & Co.), ⅓; General Cigar (Young & Rubicam), 2/9; General Mills (Knox Reeves), Colgate-Palmolive (Ted Bates) and Household Finance (Needham, Louis & Brorby), each 1/9, and 1/9 still open.

Radio: WTOP (fed to 12 stations), all games. Sponsors: National Brewing (Doner & Co.), ⅓; Maryland & Virginia Milk Producers Assn. (M. Belmont ver Standig), Chevrolet (Campbell-Ewald), Guardian Maintenance (D. P. Brother), Washington Post Newspapers (Robert M. Gamble Jr. Inc.), Briggs Meat Co. (Kal, Ehrlich & Merrick) and Bruce Hunt Inc. (Abramson Advertising), each 1/9.

National League

Los Angeles Dodgers

Television: KTTV (no station feed), 11 games away with Giants. Sponsors: Union Oil (Young & Rubicam) ½; American Tobacco (Gumbinner), ½.

Radio: KFI (fed to 18 stations), all games. Sponsors: Same as tv.

Milwaukee Braves

Television: None.

Radio: WEMP (fed to over 50 stations), all games. Sponsors: Miller Brewing (Mathisson & Associates), ⅓; Clark Oil & Refining (Tatham-Laird), ⅓; American Tobacco (Gumbinner), ⅓.

San Francisco Giants

Television: None.

Radio: KSFO (fed to 14 stations), all games. Sponsors: Falstaff Brewing (Dancer-Fitzgerald-Sample), ½; American Tobacco (Gumbinner), ¼; J. A. Folger (Fletcher Richards, Calkins & Holden), ¼.

Pittsburgh Pirates

Television: KDKA-TV (fed to 2 stations), 30 games. Sponsors: Atlantic Refining (Ayer), ⅓; Pittsburgh Brewing (Ketchum, MacLeod & Grove), ⅓; Ford Dealers of Allegheny County (J. Walter Thompson), ⅓.

Radio: KDKA (fed to 23 stations), all games. Sponsors: Same as tv.

Chicago Cubs

Television: WGN-TV (no station feed), 77 home games (in color), 5 games away (2 in color). Sponsors: Oklahoma Oil (Needham, Louis & Brorby), ½; Hamm Brewing (Campbell-Mithun), ½.

Radio: WGN (no station feed), all games. Sponsors: Oak Park Savings (Connor Associates), ⅓; Phillips Petroleum (Lambert & Feasley), 1/6; G. Heileman Brewing (McCann-Erickson), 1/6; Open, ⅓.

Cincinnati Redlegs

Television: WLW-T (fed to 5 stations), 23 home games (in color), 27 games away, 3 to be determined. Sponsors: Hudepohl Brewing (Stockton-West-Burkhart), ½; Standard Oil, Ohio (McCann-Erickson), ⅓; Colgate-Palmolive (Ted Bates), 1/6.

Radio: WKRC (fed to 50 stations), all games. Sponsor: Burger Brewing (Midland).

St. Louis Cardinals

Television: KPLR-TV (no station feed), 40 games away. Sponsor: Anheuser-Busch (Gardner).

Radio: KMOX (fed to 80 stations), all games. Sponsor: Same as tv.

Philadelphia Phillies

Television: WFIL-TV (fed to 2 stations), 61 games. Sponsors: Atlantic Refining (Ayer), ⅓; Ballantine (Esty), ⅓; Bayuk Cigars (Wermen & Schorr), 1/6; Tasty Baking (Aitkin-Kynett), 1/6.

Radio: WFIL (fed to 27 stations), all games. Sponsors: Same as tv. #

Canadian Supreme Court to Rule on Loblaw Stamps

"Lucky green" trading stamps have been dumped into the lap of the Canadian Supreme Court for a ruling as to their legality. Loblaw Groceterias Co. Ltd., Winnipeg, has received the go-ahead from the Manitoba court of appeal after it recently lost a petition against a fine of $25 in magistrate's court (AA, March 21).

The fine was imposed last fall when city police visited a company store, bought a 69¢ item and were given six stamps. Police testified they were unable to redeem any items listed in a catalog.

AWARD HONOR—*The Broadcast Executives Club of New England, Boston, will name its annual scholarship for students of broadcasting in honor of the late Harold E. Fellows. Here Kay Chille, club president and vp, Nona L. Kirby Co., station representative, and Myron L. Eastwood, club secretary and general manager, Hoag & Provandie, sign scroll naming the scholarship. The scroll will be presented to Mrs. Fellows.*

Rep. Celler Cites Achievements of Radio, TV Stations

(Continued from Page 3)

grammed 42,000 minutes of public affairs shows, worth $1,300,000, he added.

■ Mr. Celler, chairman of the House committee on the judiciary and of its anti-trust subcommittee, first made it clear, however, that he had no intention of condoning the abuses or deprecating the need for remedial legislation.

"The dark side of the broadcasting picture is clear to see, and it is an unhappy fact that the confidence of the American people in the great broadcasting media of radio and television has been severely shaken," he said. "This is perhaps an inevitable consequence of recent broad-scale revelations of rigged quiz shows, of 'payola' in the exploitation of music, of deceptive advertising in radio and television presentations."

The representative explained that it might be necessary to pass legislation for direct regulation of the networks; to put an end to informal, biased FCC communications; to supervise station sales more closely and to consider proposals to set aside specified amounts of broadcast time for public service programming.

■ In an effort to get a balanced view of the situation, however, at least as it applies to New York City broadcasters, Mr. Celler said he asked the nine stations to submit detailed information in four areas of public interest programming. The stations, all of which cooperated in the study, were WQXR, WMCA, WCBS, WNEW, WABC, WRCA and WOR, as well as WRCA-TV and WOR-TV. The areas of activity included:

1. Civil defense—The broadcasters here devoted a large number of spot announcements, free of cost, to the dissemination of information and advice and cooperated closely with state and local civil defense offices. One tv station programmed a 10-week series dealing with man's need to adjust to a nuclear age.

2. Non-commercial spot announcements—90,000 minutes were donated by the stations to campaigns in the fields of fire prevention, safe driving and juvenile delinquency. Announcements also covered traffic conditions, weather reports and appeals for blood donations. Over 110,000 announcements were made for more than 2,400 organizations in the fields of welfare, religion, health, education and many others.

3. Community service programming—This included planned programs devoted to the health and welfare of the community. This category did not in all cases constitute outright contributions, because portions of them were supported by sponsors. One station specialized in programs explaining the workings of various departments of the city government. Another carried shows in support of the heart fund, the National Council of Christians & Jews, National Assn. for the Advancement of Colored People and other groups. A third emphasized safety issues; and still another encouraged musical talent in schools.

4. Public affairs programming—This group included programs for which the normal broadcasting schedule was interrupted and the time pre-empted, as well as regularly scheduled shows worked out by each station to meet its own conception of what the public interest requires. All nine stations participated heavily in this category, providing a total of more than 1,500 programs of this type.

■ "From a review of the materials submitted by the stations, certain generalizations may be drawn," Rep. Celler said. "It would appear that these broadcasters are making significant day-to-day contributions to their community." They have made their services freely available in times of emergency or disaster, have acted as a communications medium for the United Nations and have helped the cause of America abroad by providing programming to the Voice of America and the Armed Forces Radio, he said.

The study has revealed that radio and television have been utilized as "an important instrument for the public good," Mr. Celler said.

"These facts, I believe, deserve to take their place alongside some of the less creditable facts which have been developed in recent disclosures," he concluded.

PETRY STATIONS GIVE $22,613,505 IN FREE TIME

CHICAGO, April 5—A total of 30 television and 25 radio stations represented by Edward Petry & Co. donated more than $22,613,505 in time and talent to public service last year, according to a survey conducted by Petry.

The stations contributed $2,936,012 in time and talent to civic groups. Among the other beneficiaries of the public service time were religion ($2,712,718), Advertising Council ($2,533,806), education ($2,029,920), health and medicine ($1,997,820), and community fund ($1,004,032).

The study disclosed that the tv stations accounted for $17,081,925 of the public service time, while the radio stations donated $5,531,580. Radio stations were responsible for 245,705 announcements and 16,776 programs, while the tv stations contributed 144,001 announcements and 29,218 programs.

■ "We undertook this survey because we felt that too little recognition has been accorded to the manifold public service endeavors of the broadcast industry," said Edward E. Voynow, president of Petry. This is believed to be the first survey of its kind ever conducted by a broadcast representative. #

Boston Dailies Hike Prices

The *Boston American* and *Boston Globe*, both evening dailies, have increased their prices 2¢, reaching the 7¢-price established by Boston's morning newspapers two years ago. The *Boston Traveler* has held to its 5¢-price, but there have been indications it will follow suit April 11.

Success Stories Spark Meeting of FM Broadcasters

(Continued from Page 2)

resenting stations in the black, who spoke Sunday morning at a meeting of National Assn. of FM Broadcasters.

■ Not everything, however, was sweetness and light. Operators of fm stations were warned by several speakers that they will have to provide advertisers and agencies with more audience data, particularly on size of the audience rather than the quality of listeners. Other speakers asserted that much more research is needed in the fm field.

At the Sunday morning meeting of National Assn. of FM Broadcasters, 11 operators of profitable stations told their success stories.

■ Lynn Christian, KHGM, Houston, credited a rotating program saturation plan with putting his station in the black. Through this plan, an advertiser buys a half-hour show Monday through Friday, for 13 weeks. The first week, the ads are run between 5:30 and 6 p.m. The next week, the advertiser's spots are run between 6 and 6:30 p.m., and so on through the 13 weeks, with the advertiser sponsoring a different half-hour show each week.

"With this plan, an advertiser can reach all segments of our audience," Mr. Christian said. He said the station has a waiting list for this type of programming, but he added that selling daytime sponsors is still a major headache for KHGM. About 80% of the station's business comes through agencies, he said.

■ Some advertisers have received impressive responses from commercials on KQAL, Omaha, according to Jack Katz, of that station.

After asking for responses from listeners, one Omaha hotel received 300 inquiries in its first month on KQAL, much more than it had ever received from newspapers and television, Mr. Katz said. An Omaha bank received 600 responses in its initial month, he added.

Mr. Katz said his station currently has 27 accounts, including one national advertiser. He added that 95% of the accounts have been sold directly by station personnel. KQAL is going to 70,000 watts this month, he said.

■ A survey of listeners disclosed that 95% of the audience wanted Station WPKM, Tampa, to maintain its present kind of programming, according to Frank Knorr, of WPKM.

The station's principal programming fare consists of personality shows. WPKM does not play vocals, and it does not publish a program guide, he said.

"Sounds Unlimited," which runs nightly from 11 to 1, is the station's most controversial and most successful show, Mr. Knorr said. It consists of a wide variety of entertainment, among which are interviews, debates and unusual phonograph records.

■ Arthur A. Crawford Jr., KCBH, Beverly Hills, Cal., advised stations that if they set an advertising rate and stick to it, some marginal business will be frozen out, but the station will become more desirable for national accounts.

Mr. Crawford said his station is able to keep costs low by employing a staff of only six persons and by hiring a program director who also sells time, KCBH concentrates on playing concert music, Mr. Crawford said.

■ Highlights of a national survey, put together by National Assn. of FM Broadcasters and based on figures derived from Pulse Inc., were reported to the audience by Fred Rabell, KITT, San Diego, who also is the new president of NAFMB.

Following are some of the findings of the study:

- About 43.5% of all homes in the U.S. have fm sets.
- Of the fm homes, 56.5% listen to their sets some time during each week; 51.3% listen to their sets daily.
- About 37% of fm listeners range in age from 35 to 50; 35% are over 50; 25% are 19 to 35 years old, and about 3% are under 18.
- A total of 28.4% of fm listeners earn from $5,000 to $9,500 yearly, and 21.2% have incomes from $7,500 to $10,000 annually.
- The majority of people (45%) listen to fm from 6 p.m. to 9 p.m. More unexpectedly, 16% listen between 6 and 9 a.m., and 23% between noon and 6 p.m.
- A whopping 49% of fm audiences said they listen to fm because of "good music." Other principal reasons for listening to fm were better sound (17.9%) and lack of talk (14.8%).

■ James E. Barr, a member of the broadcast bureau of the Federal Communications Commission, told the fm operators that the FCC will complete its docket on the broadcasting of stereophonic programs on fm stations within the next two or three months. The FCC will conduct extensive field tests during that period to determine the best way to handle stereo, he said.

The fm industry will have an opportunity to meet with the FCC to discuss stereo rules before any stereo code is adopted, he added. He indicated that the stereo question for fm stations will be decided before stereo rules are determined for television and am radio.

■ Robert White, sales manager of Nelson Chevrolet Co., Chicago, disclosed that he sells from three to five new cars weekly through his commercials on WCLM, Chicago. He said it took him about three months before he started getting results from his fm advertising.

Mr. White said he sold 27 cars in one month equipped with fm radios (priced the same as am radios) but he had to discontinue the offer because he was losing money on the deal. He praised fm as being the most effective ad medium for his company.

James Corry, KFMK, Houston, said his station plays only popular music, which does not include rock and roll or classical. Mr. Corry said that his station now is making money.

■ Henry Fogel, president of Granco Products, stressed that the potential market for fm will not be adequately tapped unless manufacturers and broadcasters exert full exploitation of it. He said that fm offers low-cost, high quality radio to millions and this means "a multi-billion sales potential."

Maintaining that fm programming is neither long-hair nor highbrow, Mr. Fogel said: "Let's not sell the average American short. Our market research as well as our common sense tells us that as a group, the U.S. people are quality conscious.

"They want the best, but they want it at a low price. Family income has nothing to do with their tastes and it is a rare person in our midst who doesn't like music across the entire gambit [*sic*] ranging from jazz to the high classics."

■ The door is already closed in a number of major markets for persons wishing to open new fm stations, according to Everett L. Dillard, of WASH, Washington, D.C.

The closed markets, where all fm channels already have been assigned, are Boston, New York, Philadelphia, Baltimore, Chicago, Pittsburgh, Cleveland, Detroit, San Francisco, Los Angeles, San Diego and Washington, D.C., Mr. Dillard said.

Since most of the new fm station applications have already been filed with the FCC, about the only way to get into the fm field is to buy an existing station, he added.

■ At the same time he was predicting an unprecedented expansion for fm radio in the next few years, Lawrence Roslow, of Pulse Inc., maintained that fm needs to supply more data about its audiences.

"In addition to determining the size and type of audiences, fm must find out brand preferences of its listeners," Mr. Roslow said. He was pinch hitting for his uncle, Sidney Roslow, president of Pulse, who was in Europe and unable to attend the meeting.

■ C. J. (Red) Gentry, national sales manager of automobile fm radio, Motorola Inc., announced that Motorola is bringing out a new compact, fm car radio set, which will retail for $125.

Mr. Gentry also disclosed that Motorola will introduce a new line of home fm instruments on May 16. ADVERTISING AGE learned that the new line will be about four models of fm table radios. The new radio will be advertised in newspapers, magazines and outdoor. Motorola has manufactured one fm table radio model for several years.

■ Ted Leitzell, public relations director of Zenith Radio Corp., disclosed that Zenith will bring out a new fm-am combination portable radio within the next two or three months. The set, which will retail for $189, will be the first am-fm portable radio set ever to be manufactured by an American company.

Mr. Leitzell urged the fm broadcasters to work closely with appliance dealers in their cities in promoting the fm industry as a whole.

The fm broadcasters expressed dissatisfaction with the advertising media selected by Motorola and Zenith in promoting fm sets. Several spectators asked Mr. Gentry why Motorola used only print and outdoor to promote its fm car radio. Mr. Gentry said his company used print and outdoor to convert am listeners to fm. He added, however, that Motorola would be willing to use fm advertising on a co-op basis if fm stations could sell Motorola distributors on the medium.

One man asked Mr. Leitzell why Zenith, in its co-op program with distributors, allowed a ratio of 75-25 for newspaper ads, and only 50-50 for radio commercials. Mr. Leitzell said he was not aware there was such a ratio, and added that he would look into the matter.

■ Another sign of the growing vigor of fm broadcasting: Adam Young, one of the leading am and tv representatives, is expected to announce his entry into the fm representation business next week in New York. Mr. Young is considering setting up a separate company to handle this kind of station. #

Saturate Mississippi's Top Market*

You reach over 90% of all homes in Jackson—the State's retail trade Center with the CLARION LEDGER and . . . JACKSON DAILY NEWS

* Plus reaching 10% to 90% of all homes in 31 surrounding counties

THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS

Jackson, Mississippi

Mississippi's First Newspapers • Represented by the Katz Agency, Inc.

Co-Owners WJTV (TV) WSLI (Radio)

PERSONAL SERVICE

As a member of an independent media team, the Farley representative can give objective information about markets of business media he represents. Backed by a combined experience of 92 years in market research and media sales, he is well qualified to serve you. His business is personal service to you.

THE FARLEY COMPANY

Business Paper Representatives

120 S. LaSalle St., Chicago 3, Ill. • FI 6-3074

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00, Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 48,389

HELP WANTED

We have a permanent position for a **Layout Man** with a capacity for creative thinking and a sound knowledge of typography. The ability to do some finished art, lettering or retouching is desirable. You will join a 14-man art staff serving both advertising agency and graphic arts center in an Indiana city of 150,000. Please write fully, stating salary requirements, marital status, experience, etc. Samples and interview later.

Box 3552, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Advertising artist able to do finished art, layout, retouching. Ideal working conditions: private office with north light, liberal pension plan, accident and health insurance. Pleasant city 2 hours from Chicago, with wide lawns, shaded streets, fine schools, excellent parks. Permanent position. Write for interview.

W. T. Rawleigh Co., Freeport, Ill.

SPACE SALESMAN

Need immediately, man full-time, with industrial space sales background to take over Michigan, Ohio, Indiana and Kentucky. Salary plus expenses. Engineering Society Monthly, audited ABC.

Box 3573, ADVERTISING AGE
630 Third Ave., New York 17, New York

NO. 2 SPOT IN AD DEPT.

Rare opportunity with leading advertiser in its field. Midwestern city. Young (26-40) man we want has knowledge of copy, layout, production, media, merchandising. Food experience desirable. To work closely with top management. Future unlimited. Salary open.

Box 3574, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING COPYWRITER

Adv. Dept. operated past 20 years with copywriter, artist & production man, needs experienced, creative, versatile copywriter by mnfrs. industrial equipment to write trade paper ads, direct mail folders & sales letters. Send complete resume, salary required.

Box 3577, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIAL PUBLIC RELATIONS SUPERVISOR

Great opportunity in rapidly growing 10-man PR dept. of Milwaukee advertising agency. Extensive experience in corporate and product PR, including planning comprehensive, long-range programs, required. Financial PR background desirable.

Box 3578, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

AUDIO-VISUAL SALES MANAGER

Qualifications: Experienced in selling sales promotion-training programs to companies. Your responsibility includes formation and supervision of audio-visual department. Salary plus profit-sharing. Send resume. No phone calls. Confidential.

W. N. Kirshner & Associates, Inc.
Suite 4032
Board of Trade Bldg., Chicago 4

BARNARD'S
A Specialized Placement Service
ADVERTISING PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard Mr. Pollard
WA 2-2306 220 S. State St., Chicago 4

Must have M.A. and experience in field. Most of all we want enthusiasm, interest in research, and a creative approach to the teaching of advertising. Start with the fall term. Send photo and resume.

Box 3579, ADVERTISING AGE
630 Third Ave., New York 17, New York

CREATIVE ACCOUNT EXECUTIVE

New growing agency in East Central Wisconsin. Attractive salary and commission.

Jacobson Advertising, 327 Michigan Ave. Sheboygan, Wisconsin

HELP WANTED

MOLENE PERSONNEL SERVICE

publicity ..... editors
advg. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St. Chgo 3

ART-PROD. DIRECTOR-COORDINATOR

Medium size agency needs a working executive who can coordinate efforts of art and production depts. Must have good background in agency work. Possibly an A.M. who is also an executive. Taste, knowledge of type and art essential. 5 fig. salary, plus fine profit sharing and stock participation program. An excellent opportunity, with a fast-growing, well-established shop.

Box 3575, ADVERTISING AGE
630 Third Ave., New York 17, New York

SALES PROMOTION ASSISTANT

Multi-division electronic and metallurgical manufacturer needs advertising assistant to prepare catalogs, specification sheets, literature and sales promotion materials on a variety of technical products. Technical aptitude and writing experience required. Will work closely with sales and engineering departments, advertising agency, printers, artists. Opportunity to advance in advertising department of progressive growth company. Our employees know of this ad. Please reply to:

Advertising Manager
P. R. Mallory & Co. Inc.
3029 East Washington Street
Indianapolis 6, Indiana

VETERINARY WRITER
FOR MEDICAL AD AGENCY

We are looking for a truly experienced man to write on vet products marketed by our pharmaceutical accounts. He should be a graduate veterinarian with a flair for words, or a seasoned writer with a sound vet background and know-how. Give full details and salary requirements.

Box 3576, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WE NEED A GOOD CREATIVE MIND

Formfit Company is looking for a woman with experience in writing copy and creative advertising. Some knowledge of graphic arts production helpful but not essential. This is a job with opportunity to grow. It affords an excellent chance to diversify your activities and experience in advertising and sales promotion. Reply by letter only, giving full details about yourself and your background. Salary commensurate with experience. NO samples please. Replies held strictly confidential. Write to:

Advertising Director
The Formfit Company
400 S. Peoria Street
Chicago 7, Illinois

WANTED
Advertising Account Manager

Here is exceptional opportunity as product account manager in advertising department of leading manufacturer of electrical equipment, located in North Central Ohio community which offers big city advantages without big city stresses. Responsibilities include creation of all merchandising materials for major product line. Ability to write technical copy is essential. Some technical background would be helpful. Replies held in strict confidence.

Box 3580, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

CREATIVE
ADVERTISING MANAGER
Industrial and Consumer

Desires broader company responsibilities. Award winning writing background. Experience with large corporations. Now advertising manager of medium size company. Age 31—married—college graduate—will re-locate. 12,000 to 16,000 salary range.

Box 3582, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

FREE LANCE ART
DIRECTION & DESIGN

Do you need expert assistance in producing your booklets, ads, packages and other printed matter . . . or TV commercials? Contact—

T. J. McLOUGHLIN MI 2-3655
619 N. Michigan Ave. Chicago 11, Ill.

VERSATILE, EXPERIENCED

ad-exec, fed up to here with winter, is leaving 12-year $19,000 A.M. post to live in L.A. area. Creative thinker, enthusiastic producer, agency background; was editor of leading trade paper 11 years. Able speaker. A healthy 53, nearly 6 ft., 170 pounder. Available June 1. Unlimited references. Write:

Box 3583, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRODUCT MANAGEMENT

9 yrs. exp. sales, advertising, promotion, national-international (European Common Market), Wharton, Age 32. Will travel or relocate. Reply to **B, Box 3024, Grand Central Station, New York 17, N.Y.**

PROFITABLE DIRECT MAIL
SALES-PRODUCER MANAGER

. . . for services or products. Experience includes complete campaign plannings; copy thru list selections; scheduling; testing, and projection of results. Advertiser-agency b'ground. Write

Box 3562, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DIRECTION/LAYOUT DESIGN

Artist with solid industry and agency experience desires position with solid industry or agency. Production know-how. Creative, conscientious, career-minded. BFA, 30, married. West . . SW preferred.

Box 27 R 672, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

METALWORKING BACKGROUND, BS engineering, 5 years in industrial magazines. Can put sales points in technical articles so that they will be published.

Box 3585, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ATTORNEY-HOUSE COUNSEL
AGENCY/MEDIA/CORPORATION EXP.
Seeks salaried position.

Box 3586, ADVERTISING AGE
630 Third Ave., New York 17, New York

FREE LANCE/PT. TIME COPY, SALES PROMOTION, TRADE RATES.

Former Ad. Mgr., Copy Chief, AE—10 yrs. exp. consumer & industrials. All Media.

MU 5-6299 New York City

EXPERT FREE-LANCE COPYWRITING

Agencies . . . Ad Managers . . . Art Studios: Call me for "rush hour" service. Available for copy-contact at any time . . . no "evenings only" limitations. Versatile, professional, reasonable. Top references, samples. **HOLDEN—NA 2-6355 (Chicago).**

W-A-N-T-E-D AT ONCE
Leasing Representative
for Top Realty & Mgt. Co.

Southern California's finest, most dynamic construction, realty and management offers a top man with initiative and enthusiasm a position as a leasing representative in the greater Los Angeles area.

You should have sales experience on management level. You may now be a good salesman in advertising, sales promotion or related fields, and looking for a better future.

Remuneration is exceptional. Send resume and photo at once to:

BOX 27 R 673, ADVERTISING AGE
4041 Marlton Ave., Los Angeles, Calif.

POSITIONS WANTED

ACCOUNT EXECUTIVE

Just right for young, vigorous agency with accent on growth. Presently, account exec. and new bus. man. Experienced in oil, lumber metals, electrical, and commercial appliances. Available May 1st Resume on request.

Box 3587, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLIC RELATIONS ADVERTISING
SALES PROMOTION EDITING

Industrial, consumer experience. Technical background, 30, B.S. Public Rel. Seeks responsible position N.E. States

Box 3589, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

Chicago based publishers representative offers immediate coverage of Midwestern states.

Box 3563, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

A NOTE TO ONE-MAN AGENCIES

If you wish to retire, cut profit-wasting overhead, or shift part of the grueling burden—and still cash in fairly on all your past efforts, write in absolute confidence. Sound 4A Creative-Industrial-Consumer Agency.

Box 3588, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MAGAZINE IN FIELD OF AMERICANA seeks investor, buyer or merger. Received national recognition in form of award for its efforts during 1959. Dignified, worthwhile. Excellent potential for adequately financed individual or organization.

Box 3569, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HOW ABOUT FINANCIAL PUBLIC RELATIONS IN THE SOUTHWEST?

Here's a chance to build both yourself and your job. A major Houston bank is creating an office of public relations. You will work with the senior officers of the bank, cooperate with the advertising agency, project the image of the bank through the techniques and channels of a sound public relations program.

A financial background would make the first six months smoother, but is not necessary. The demonstrated ability to get things started and then to get them done is the primary requirement. In this area of 1,200,000, PR is practically virgin territory. There is still ground floor room. Send a resume of experience, education, and so on, with a recent photo, to **P. O. Box 6596, Houston 5, Texas.** Banks are used to treating things in confidence, so have no fear.

BUSINESS OPPORTUNITIES

WE'RE LOOKING

for a small medium-sized agency in Chicago . . . with a strong man at the top . . . to merge with the Chicago office of our well-rated, nationally-known 4-A agency.

If interested, write:

Box 3590, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

P. O. P. IDEAS

Sketches, construction dummies in miniature or full size rushed to you by mail serving agencies, manufacturers, 12 years experience for national advertisers.

Joe F. McKibben, 36 Lakeland Dr. N.W. Atlanta 5, Ga.

I EDIT YOUR SALES HOUSE ORGAN by mail. 30 years' top experience advertising, promotion, editing. Creative sales writer. Handle all details production. Hard-hitting sales effectiveness. Personal contact Buffalo, Erie areas.

Box 3581, ADVERTISING AGE
630 Third Ave., New York 17, New York

ART WORK BY MAIL

Sketches, dummies and finished drawings direct to your desk, by mail, from my studio at home. Firms in all parts of the country from Maine to California work with me, by mail, on the preparation of effective booklets, folders, letterheads and similar advertising pieces. My wholly personal service can be helpful to you. Write for free portfolio showing a few of the direct mail pieces I have done, by mail, for firms across the country. **Raymond Lufkin, 124 West Clinton Ave., Tenafly, New Jersey, LO-well 8-4860**

YOUR CLASSIFIED
AD HERE WILL
BRING RESULTS

INTERNAT'L MARKETING EXECUTIVE

Available for top level appointment. Comprehensive experience all phases marketing, merchandising, advertising. Practical knowledge of finance and law (company, fiscal, labor, trademark, patent). Wide experience establishing and running subsidiaries direct and through holding company in U.K. and Europe of U.S. and German branded manufacturers. Age 38, German Cit, Ph.D. Law and Economics. Fluent English, German, French. Currently in Europe. Willing relocate. Write **Box 137, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.**

To Two Writers On The Fence About Moving:

WHAT DO YOU WANT IN A WRITING JOB?

Creative variety? Our accounts cover the waterfront. Air travel, beer, foods, furniture, boats, building materials, power tools, chemicals, agricultural products, financial services, automotive products, public utility, industrials, national associations, mail order.

Creative stimulation? You'd work with top copy supervisors and imaginative art directors to bring out the best that's in you—in an agency where creative work is an important new-business selling tool.

Creative rewards? We offer good salaries to start. Plus profit-sharing, retirement plan, and life insurance. Plus band-wagon opportunities with a 10-million dollar 4-A agency that doubled its volume in five years and is beefing up to repeat that performance.

WHICH OF THESE PRINT JOBS CAN YOU FILL?

Industrial-Financial Pro—You know your way around business, possibly with 5-10 years of industrial agency or manufacturer experience. You probably want more variety than you're getting now. Chemicals, electronics or financial services background will give you an edge, but it's not essential.

General Up-and-Comer—You've demonstrated creative potential but need opportunity and supervision to really develop. You may be doing big things in a small shop right now. You'll do even bigger things with us.

If you'd like to work for a shop where a writer swings some weight—among people who have a real feeling for the other guy—in a community and countryside that's blessed for good family living—tell us something about yourself, your experience and your salary requirements in a return letter.

Write to: LARRY O'NEILL, Vice President - Copy Chief
VANSANT, DUGDALE & CO., INC., 15 E. Fayette St., Baltimore 2, Md.

ADVERTISING-PUBLISHING OPPORTUNITY

Administrative assistant to the advertising sales manager of a well known business paper publisher. Responsibility includes development of sales aids, statistical details, sales correspondence, some research and promotion. Must know something about business paper advertising, be sales minded, a good writer, at ease with figures and be familiar enough with graphic arts production to know what's what from layout, art and typesetting to engravings and final reproduction processes. Private secretary to assist. Downtown location. Unusually fine company benefits. In letter of application please include full details about yourself, salary requirements and references. All replies will be held in strict confidence. Box 139, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

I KNOW EVERY FACET OF MARKETING RESEARCH

thru 10 solid years of statistical experience. A proven record in analyzing sales, methods, markets and products. A 12 minute interview should convince you. Box 147, Advertising Age, 630 Third Ave., New York 17, N. Y.

PUBLIC RELATIONS

Immediate opening with heavy equipment manufacturer for experienced writer 30 to 40 to handle company public relations work —heavy on publicity and correspondence. Must be skilled news writer with knowledge of newspaper, wire services, and trade magazines. Submit resume in first letter including samples of writing, salary desired. All replies held confidential. Send to:

Personnel Manager
R. G. LeTOURNEAU, INC.
P. O. Box 2307
Longview, Texas

ADVERTISING PRODUCTION

Large national agency seeks production man with at least 5 years agency experience to assist in production department. Salary open.

BOX 145, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

SAN FRANCISCO AD. AGENCY CAN REPRESENT YOU IN CALIF.

We are staffed and prepared to represent out-of-state advertising agencies in San Francisco and California. For details:

Joseph Pedott Advertising Agency
Suite 512, 693 Mission Street
San Francisco 5, California

Fine, Fast, Fairly Priced Photography

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DEARBORN 2-1082
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

WANTED—One or Two Partners

Must have successful records in advertising. Opportunity comes about through retirement of two principals in this substantial and profitable 4A Chicago agency. Replies held in strict confidence. Address Box 136, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Our 49th Year

CREATIVE DIRECTOR	$15,000
PUBLICITY WOMAN, food exp.	9,000
JR. ACCOUNT EXECUTIVE	7,200+
SPACE SALESMAN	10,000
ACCT. EXECUTIVE, AAAA agcy.	15,000
MERCHANDISING EDITOR	7,800
RADIO TV PRODUCTION MAN, some writing experience	7,500

MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

A JOB WITH A FUTURE

Opportunity for versatile and creative writer in Public Relations and Advertising Department of one of nation's best known companies located in Northern New Jersey. Man we are looking for will have capabilities in editorial, and promotional fields, and a year or two's experience to back it up. Broad career training program in all communications areas. Liberal benefits, $5,200-$5,700 to start. Send resume to Box 138, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

SALES ADMINISTRATOR
SALES PROMOTION EXPERT
SALESMAN — TOP NOTCH
All in one man

plus thorough publishing and industrial knowledge of marketing and distribution.

College education
Location open
Salary: low 5 figure minimum
Early 40 age

Box 140, ADVERTISING AGE • 200 E. Illinois St., Chicago 11, Illinois

MERCHANDISING — SALES PROMOTION — MARKETING SPECIALIST AVAILABLE

For position in Chicago with Advertising Agency or Company. Solid background—

LIFE Magazine—Chicago
Director of Merch. & Sales Promotion—10 yrs.

Advertising Agency
Copywriter & Merchandising—4 yrs.

Dept. Store Merchandising—Adv. Mgr.

U. of Wis. Journalism Grad. 5-figure salary

Jo Roberts—3130 Lake Shore Dr., Chi. 14—GR 7-7645

COPY GROUP HEAD PHARMACEUTICAL

We are looking for a top creative man to head up a copy group in our Chicago office. He should have at least 8-10 yrs. experience in medical advertising, be a skilled writer of both hard and soft sell, a good idea man and able to manage and direct personnel. He may be a copy chief now or a top writer ready to make that "step up". He will be given responsibility and rewarded accordingly by high salary, bonus and profit sharing. All replies strictly confidential. Write—do not phone—giving full details and salary requirements to

William Green, Copy Director
Jordan, Sieber & Corbett, Inc.
108 N. State St., Chicago 2, Ill.

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The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
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CUTS HALFTONES ETCHINGS

5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1.65

Larger sizes, proportionately priced.

Ward Kah Box 87-A Glendale 6, Calif.

CHICAGO EMPLOYERS!

We have well qualified

Copywriters
Advertising Managers
Asst. Adv. Managers
Account Executives
Radio & TV Men
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Professional, Sales and Clerical Office

Illinois State Employment Service
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Financial 6-3960

New 100 Photostamps— PERSONALIZE YOUR MAIL

Send any size photo or illustration of any subject. We return it with 100 stamp size photos. High gloss, gummed, perforated. Use on letters, greetings, etc. Rush $1.98. Money back guarantee.

Stadri Co.
AA 6 Ave., Whitestone, N.Y.

DO YOU NEED

Copywriters, Ad Managers, Production People, Artists? WE HAVE THEM! Check with

MARAMAC PERSONNEL
5 No. Wabash, Chicago 2
RA 6-3538

TO A COPYWRITER WHO HAS SOLD MERCHANDISE BY MAIL

This is an unusual opportunity to step up your earning power and your position with a Chicago agency creating direct mail for important accounts in this field. If you feel you have the ability to grow and grow rapidly, we'd like to hear from you. Send resume and, if possible, one sample of your work which you particularly like or which has been unusually successful. Our employees know of this ad.

Box 141, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

DISPLAY DESIGNER

Excellent opportunity in special exhibit section of national advertiser. Actual experience in design of displays, exhibits and showroom interiors. Knowledge of colors desirable. Position location New York City.

Interested candidates, please submit, in confidence, a detailed resume outlining experience and salary requirements to **Box 144, ADVERTISING AGE, 630 Third Ave., New York 17, N.Y.**

ADVERTISING EXECUTIVE

Major national producer of packaged consumer goods seeks outstanding younger man with high potential for newly created advertising and merchandising managerial position. Requirements for position include:

Field sales experience with a packaged goods producer utilizing wholesaler/retailer channels of distribution.

Responsible position as a product manager, as an executive in an advertising department, or as an account executive in an advertising agency.

Specific knowledge in evaluation and use of media, advertising research, program and campaign planning, plus control of advertising budgets.

Earnings should now be $12-15,000 per year.

Position offers exceptional opportunity for broad marketing experience and responsibility for a major geographical area.

Reply in confidence stating present position, qualifications and current earnings.

Box 143, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CHICAGO'S MOST DISTINGUISHED ADVERTISING BUILDING

PALMOLIVE Building

Now . . .
choice prestige office space is available for immediate rental.

- completely air conditioned
- all modern business conveniences

PALMOLIVE BUILDING
JOHN LEAHEEY, Manager
919 N. Michigan Ave.
WH 3-3900

DON HARRIS NEEDS:

(SPECIAL NOTE: Among Don's most frequently needed men are really top-grade consumer print and/or TV writers, big-account-experienced account executives and supervisors, and group media directors and supervisors—all-media, marketing oriented. Also "total" marketing men, at least almost total.)

GROUP MEDIA SUPERVISOR. All media. Kind who reads marketing plans, knows how to use 1960-type media research $20-25M

COPY, agency. All-around man with airline experience. Must know how to sell competitively with specifics. Some copy for other important accounts $16-18M

ART DIRECTOR. Complete responsibility for layouts, settings, color photography for high-style furniture. Exceptional, informed taste in decoration, furnishings arrangements. .....TO $15M

FIELD REPRESENTATIVE: woman, cosmetics or fragrance experience in retail training and "educational" work with trade .....TO $9M

JUNIOR BRANCH MANAGER. High-potential first-rater. Drug or grocery sales-merchandising, or field-exposure agency, experience. A fast open-track for marketing-oriented man .....TO $8M

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400

Publication

SALES & PROMOTION MANAGER

Consulting Engineer Magazine needs a seasoned man to supervise sales and promotion. He should meet most of these requirements:

1. Sales management and promotion background, preferably with a business publication.
2. Ability to command respect, confidence and cooperation of salesmen.
3. Knowledge of how to gather market information.
4. Knowledge of direct mail techniques.
5. Imagination, with resourceful and inquiring mind.
6. General publishing sense, ability to help shape important policies.

Consulting Engineer is a most successful and progressive professional publication. Editorial force of engineer-journalists coast to coast; complete IBM data processing center; outstanding art staff and our own modern printing facilities.

St. Joseph, on the Lake, is the heart of Michigan resort section; new and excellent schools, all facilities.

Reply in confidence attention **R. W. Roe, Managing Partner; or telephone collect St. Joseph, Yukon 3-2506; direct Chicago line Dearborn 2-3667.**

For New Jersey

$12,000

CAN YOU QUALIFY AS AN

ACCOUNT EXECUTIVE?

Do you have one of these backgrounds:

- **CLIENT CONTACT**
- **MEDIA MAN**
- **AD AGENCY**
- **HIGH-LEVEL INTANGIBLE SALES**

. . . most important . . .

- **IMAGINATION**

For personal conferences in New York city, within ten days, send resumes at once to Vice President, Box 146, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

ADVERTISING MANAGER
PACKAGED CONSUMER GOODS

Dynamic, imaginative and successful account supervisor, product manager or advertising department head sought by major producer of packaged consumer goods.

In a newly created key position, he will plan, coordinate and execute marketing efforts in all markets.

Position requires breadth and depth of knowledge acquired through first-hand experience in marketing packaged goods through wholesalers and retailers.

Candidates should now be earning $20,000 to $25,000.

Reply in confidence, stating present position, qualifications and current earnings. **Box 142, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.**

CREATIVE DIRECTOR, or . . .

The man we are seeking as a future vice president is perhaps in an agency, perhaps doing sales promotion for banking, insurance, or industry. In any case, he's skilled at organizing and coordinating advertising art, copy, and production. He's also of a creative turn of mind, although not necessarily either an artist or copywriter. He has good advertising taste and knows what will sell.

We are a Boston firm with branch office facilities and because our firm is expanding, this is a great opportunity for the right man. $10-$12,000 salary depending on experience. Please submit resume to "President", Box 148, ADVERTISING AGE, 630 Third Avenue, New York 17, N.Y.

The Post-Gazette Published *Twice* As Much Women's Clothing Store Advertising In 1959 As *Both* Other Dailies Combined.

The Post-Gazette sure has a way with women—as women's clothing store merchants in Pittsburgh well know. They put over two-thirds of their advertising in the hard-selling morning newspaper, The Post-Gazette.

Fastest-growing newspaper in America's Eighth Market

THE PITTSBURGH POST-GAZETTE

Represented Nationally By Moloney, Regan & Schmitt

Information for Advertisers

The "1960 Consumer Analysis" covering cigarets, liquor, cosmetics, food, appliances, and automobiles has been published by the **Newark News.** Additional information may be obtained from the Newark, N.J., daily.

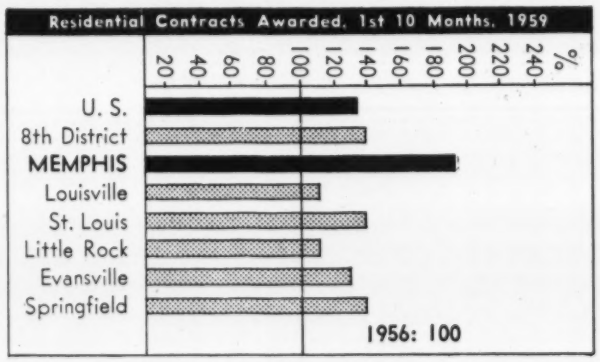
• A new 1960 sales-potential chart, "Markets by States," designed to aid companies in the plumbing-heating-cooling industry in analyzing their own sales performance and in determining their own state-by-state and national market possibilities, has been published by **Domestic Engineering.** Copies, priced at $1 each, may be obtained from *Domestic Engineering*, 1801 Prairie Ave., Chicago 16.

• How substantial savings can be effected in business and industry through planned use of internal communications, is described in a booklet, "11 Hidden Losses in Your Business," being offered by **Dictograph Products Inc.**, 95-25 149th St., Jamaica 35, N.Y.

• **Fairchild Publications** has published a new pocket-size "Fabric Facts" which defines in simple language the fibers, weaves, patterns, colors, finishes, etc., most commonly used in the field of textile-apparel designing, buying, advertising and selling. Priced at $1 per copy, with special rates applying on quantity orders, the booklet may be obtained from Fairchild Publications, 7 E. 12th St., New York 3.

BUILDING BOOM is on in MEMPHIS!

Home Building Goes Up and Up— 44% Ahead of National Average!



Source: Eighth District Federal Reserve Bank

The rate of home building in Memphis for 1959 nearly doubled that for 1956 and forges well ahead of the nation. This responsive Mid-South Market can be reached most effectively and at lowest cost through this one newspaper combination.

TOTAL Memphis Market over 2,500,000 population

The Dominant Dailies in the Mid-South

THE COMMERCIAL APPEAL MEMPHIS PRESS-SCIMITAR

SCRIPPS-HOWARD NEWSPAPERS

• A 150-page summary of **Glamour** readers' beauty product usage and buying habits has been published by *Glamour Incorporating Charm*. The survey, which is broken down into separate product sections, summarizes the readers' usage of each product, the extent of regular or daily use, the price paid and where the products are purchased. Copies of the survey are available from *Glamour*, beauty Advertising Department, 420 Lexington Ave., New York 17.

• Family ownership of cameras, type of camera owned, last time pictures were taken, occasion for taking these pictures, where pictures were taken, and brands of film used, are included in a consumer panel report on photography, published by **Good Housekeeping.** Additional information is available from Hilary Cole, promotion department, 57th St. at Eighth Ave., New York 19.

• **World Mutual Exchange** has published a "1959 Mailing List of Negro Newspapers, Magazines & Publications in the U. S." which lists 249 publications in 128 cities in 37 states. The company has also compiled a U. S. Negro consumer reference guide, an eight-page listing of references on the Negro market. Both are available at $2 each from World Mutual Exchange, 79 Wall St., New York.

• **Automotive News** will issue its 24th edition of the *Automotive News Almanac* on April 25. The almanac will cover automotive developments of the past year and include charts and statistics on new and used car sales as well as sales figures on compact and imported cars. Engineering and industry trends, production figures, finance, taxes and labor and commercial vehicle data, plus a complete buyers' guide giving personnel and product information on more than 2,000 automotive businesses are also included in the almanac. Copies are available at $2.50 each only on advance order to *Automotive News*, 965 E. Jefferson, Detroit 7.

• **Curtis Publishing Co.** has available the following publications: "Growth in U. S. Population in Metropolitan & Non-Metropolitan areas, 1950-1959"; "Aluminum in the Building Industry"; "Market for Candy"; "Market for Watches," and "Trends in Marital Status & Size of Household." Single copies may be obtained from Curtis Publishing Co., the research department, Independence Sq., Philadelphia 5.

• A catalog showing samples of its various coating and laminating services has been published by **Paper Converting & Finishing Co.** Copies of the catalog may be obtained by writing on company letterhead stationery to Charles P. Torsch, Paper Converting & Finishing Co., 1101 S. Kilbourn Ave., Chicago 24.

• A revised booklet, "How to Build a Mailing List," has been published and is available free from **Fortune,** Time & Life Bldg., Rockefeller Center, N. Y. 20.

• The **Magazine Advertising Bureau** has issued a second edition of its listing, "Magazines Offering Split Run and Regional Advertising." The 14-page booklet lists 124 magazines and gives a brief summary of split run and regional editions available for each. Additional information is available from the Magazine Advertising Bureau, 444 Madison Ave., New York 16.

• The eighth edition of "TV 'Free' Film Source Book," has been published by **Broadcast Information Bureau.** Included in the tv programming book are 5,069 titles whose subjects run from agriculture to skiing and from food supply to vacations. Further information may be obtained from Avra Fliegelman, Broadcast Information Bureau, 535 Fifth Ave., New York 17.

• Market and media data folders on "Transport Commericial Data Folder, 1959-1960," Sporting Goods Merchandiser, 1959-1960," and "Toys & Playthings, 1959-1960," are available from **Wallace Publishing Co.,** 146 Bates Rd., Montreal 26.

• A comprehensive selection of media and market data on **Modern Machine Shop** has been published by Gardner Publications. Included are three separate four-digit SIC breakdowns: (1) circulation by occupational functions and plant coverage, by plant size and of the entire circulation; (2) circulation distribution by plant size, and (3) occupational breakdown by plant size in both detailed and condensed versions. Other material available includes a 16-page folder detailing circulation and verification methods, up-to-date BPA circulation audit, NIAA media form, direct mail service data and a media file containing various descriptive items. Copies of the data may be obtained by writing on business letterhead to *Modern Machine Shop*, 419 Main St., Cincinnati 2.

• Food store sales report for the 12-month period ending November, 1959, has been published by the **Cleveland Plain Dealer.** Products covered in the report include frozen foods, coffee, cake mixes, margarine, butter, catsup, canned corn, canned peas and dog foods. Additional information is available from the *Plain Dealer*.

Write for this free copy of

WHY EXECUTIVES FAIL

In any agency you can find examples of high-priced failures—perhaps in your own. How can your agency avoid this extravagant waste of executives who don't measure up? Here you have a practical guide to selecting and motivating the kind of executives who build profits.

Blunt, useful articles like this one have mushroomed *Management Methods* magazine into an eight-year publishing success—*and still climbing:* Advertising revenue this year is up 57% over last year.

No other advertising medium concentrates its circulation on precisely the top executives in precisely the 38,000 companies that control the bulk of all U.S. business buying. In Management Methods your client's advertising dollar is spent on JUST the people he wants to reach. His cost-per-reader in his worthwhile market is less by far than with any other top management medium!

If you have a client who advertises to the top management market, will *YOU* show him this amazing story about the cost of reaching his market? Write on your agency letterhead for a comparison of circulations and costs of management publications—plus the unusual reprint above.

MANAGEMENT METHODS 22 W. Putnam Avenue Greenwich, Connecticut

Management Magazines, Inc.; School Management Magazines, Inc.

NBC's No Rabbit; It Walks Like a Man, Sarnoff Says

(Continued from Page 2)

narrow segment of programming—especially when it happens to be the kind that is under heaviest attack," he said.

■ "Our basic philosophy . . . means among other things that we will never take an ad depicting NBC as a rabbit. Others are welcome to portray themselves as the rabbit network. NBC is the network that walks like a man, a full-scale network with a grown-up sense of values. . .

"If you turn your back on programs that give our service balance and depth, whatever momentary advantage you think you gain will really be at your own expense. For example, if you walk away from 'World Wide 60' to take the fights, you will not only be undermining our public affairs efforts in your behalf, you will be feeding the rabbit," Mr. Sarnoff said.

This was a reference to the fact that NBC's nighttime prestige show, "World Wide 60" will be competing with ABC's boxing bouts for station clearances in some markets.

In the department of sales and switches: VP Don Durgin told the NBC stations they would be getting five General Mills daytime quarter hours weekly plus the Saturday morning "Lone Ranger" program from CBS in the fall. General Mills also signed for a pregame sports show.

■ Oliver Treyz, president of ABC-TV, announced that Bristol-Myers will move "Peter Gunn," from NBC to ABC in the fall. The show is expected to be co-sponsored by R. J. Reynolds Tobacco Co. Bristol-Myers, which is coming back to this network after an absence of three years, also has bought participations on three other shows, probably the "Roaring 20s," "Naked City" and "Cheyenne."

Other good business news Mr. Treyz had up his sleeve included sales to Liggett & Myers (alternate weeks on "The Islanders" and "The Untouchables"), to Ralston-Purina ("Expedition" and "Guestward Ho!"), to Reynolds Metals ("Harrigan & Son") and to Brown & Williamson and Whitehall ("Surfside Six").

ABC—now a triple threat entry in the tv sports arena, thanks to its new Gillette football-baseball-fights package—used a "Goal-To-Go" theme to tie its Cellomatic presentation together. But basically it told the same, though somewhat updated story, as the presentation made a few weeks ago to advertisers and agency men here and in New York.

■ Speaking for the network were Mr. Treyz and Leonard H. Goldenson, head of American Broadcasting-Paramount Theaters; Thomas W. Moore, Julius Barnathan and Giraud Chester, vps, and Bart Briller, director of sales development.

One of the company's best customers, Henry J. Kaiser, head of Kaiser Industries, was on hand to give a pep talk for "Hong Kong," the new adventure film his company will co-sponsor next season. Mr. Kaiser spends all his tv dollars on ABC.

The tentative fall nighttime schedule lists 16 new shows. Included, besides those mentioned above: "Churchill Memoirs," "Bugs Bunny," "Stagecoach West," "Down Home," "The Yank," "Flintstones," and "Solitaire."

■ Spokesmen on the NBC platform in addition to Mr. Sarnoff and Mr. Durgin were Robert Kintner, president, and Sydney H. Eiges, vp.

Mr. Durgin criticized ABC for emphasizing ratings in its ads at a time when "two of the networks have directed their primary efforts toward the development of a full and balanced program schedule without the preoccupation with ratings claims that seems to be the public image that is sought by the other network."

But, he said, NBC might use ratings in its ads "when ratings are news, reflecting major programming changes and sharp audience shifts as is now the case with NBC daytime."

The working fall schedule outlined by Mr. Durgin listed 18 new shows. Among them: "The Tall Man," "Hollywood Angel," "Alfred Hitchcock Presents" (which is moving from CBS); "Dante," "The Westerner," "Thriller," Peter Lind Hayes and Mary Healy, the "Tab Hunter Show," "Outlaws," the "Raven," "Headquarters," an AT&T musical variety show, "Mike Shayne," "Klondike," "No Place Like Home," "One Happy Family" and "Barbara Stanwyck Theater."

■ Mr. Eiges, vp in charge of public information, gave the stationmen some idea of the network's promotion-publicity and advertising plans for the coming season.

On April 21, he said, the network will stage a closed circuit telecast to affiliates to unveil its promotion strategy for audience promotion for the political conventions. Station promotion managers will participate.

Among the new tools being offered to stations a re "instant promos." These are taped promotion spots sent to affiliates the day of production via closed circuit. Affiliates can record the spots on their tape machines and have them available for playback the same day if desired. #

Commercial Time Standard Is Relaxed, Radio Men Learn

(Continued from Page 2)

stations to buy records have their good points. "If you have to pay for the artist—even 60¢—you may stop to ask yourself, 'Do I want him'?"

■ "Image" was also a recurring theme in a panel staged by Broadcasters Promotion Assn. Janet Byers, of KYW, Cleveland, commented, "Why not make sure your promotion manager is able to treat your station ads with the same respect you give your clients?"

John J. "Chick" Kelly, Storer Broadcasting Co., Miami, complained that too much station promotion is delegated to a "second-class citizen who gets third-class pay." He stressed that stations submit their lifeblood—their audience—to their promotion announcements.

"Think before you put it on the air," he said. "If you have got nothing to say, say that."

Jim Bowermaster, of WMT, Cedar Rapids, stressed: "The best way to promote radio is with radio." He contended "reliability must be proven before loyalty will be won."

■ Charles A. Wilson, of WGN, Chicago, who presided over the promotion panel, termed sales and promotion "management's second most important job." Programming is first, he said. "That's what your sales manager takes to the advertisers and agencies. If you program creatively, you have something to talk about."

■ Radio broadcasters were in a scrappy mood when speakers sought to convince them that support for NAB's standards of practice for radio stations would head off more criticism from FCC and the public.

Discussion ran long overtime as one member after another arose to complain that many of radio's alleged sins are no different from practices of newspapers that accept free tickets, and from similar practices in other media.

A three-man team made the appeal on behalf of the radio standards. Cliff Gill, president of KEZY, Anaheim, Cal., chairman of the standards of good practices committee for radio, led off with a warning that "on the matter of self-regulation, now is the time for the broadcasting industry to put up or shut up." He was followed by Frank U. Fletcher, Spearman and Roberson, Washington law firm, and Warren E. Baker, Washington attorney, who elaborated on the kinds of outside controls which may result if broadcasters fail to recapture public confidence.

■ Mr. Gill chided the broadcasters for their past lack of response to NAB appeals.

"One way to avoid more mail with the letters 'FCC' is to pay more attention to the envelope marked 'NAB'," he said. "And in that way we will all be able to spend less time worrying about increased government regulation and more time working on BBDO or JWT."

Radio code membership has increased from 683 in mid-December, 1959, to more than 1,200 now, he reported. But this is still only slightly better than 60% of NAB's radio membership.

Summarizing recent moves to put teeth into radio standards, he noted that stations are to be charged as much as $360 annually in code dues in the future, on a sliding scale based on the station's rates, with a 40% discount for NAB members. He predicted that FCC may decide soon to ask each station at renewal time whether it supports the standards.

■ Mr. Baker's talk touched off much of the discussion from those who feel broadcasters should fight back. He contended that broadcasters must change the public attitude toward their industry.

"Competition has been the principal means of regulating the industry in the past," he said, "but it hasn't always been constructive."

Often, he said, broadcasters engaged in questionable practices have tried to justify them by saying their competitors were doing the same thing. "The industry is judged by the worst of its activities, not the best," Mr. Baker said. "Self regulation is in reality self preservation."

Earlier, the radio session had opened with a warning by F. C. Sowell, of WLAC, Nashville, chairman of the radio board of directors, that radio is wading through "the most troubled waters it has ever faced." It is time someone extols radio's virtues, he said. "If we must do it ourselves, let's do it." #

Sweeney Puts Finger on Radio's 'Enemies' —Including Radio

(Continued from Page 2)

Sweeney and three of his staff also had some nice things to say about radio and its other most formidable enemies. They used the hot and cold technique, listing strengths as well as weaknesses of competing media.

Among the pluses for magazines were listed: Color, the development of regional editions, editorial vitality and willingness to give the advertiser what he wants in the way of placement, size, etc. Weaknesses were itemized as follows: cut-price selling of subscriptions, failure to attract a "truly national audience" and low level of time spent with magazines.

Tv was applauded for its huge circulation, excitement and creativity. On the minus side, it was noted that average ratings are leveling off; a major segment of the audience is made up of "lighter viewing families"; daytime tv and summer tv are weak spots.

■ Mr. Sweeney predicted that the high cost of operation and the low profit level will kill another 40 to 50 newspapers in the U. S. within the next five to ten years. Major city dailies will be on the casualty list, he said.

Among the weaknesses of newspapers, RAB listed failure to keep pace with the population growth, poor coverage in the retail trading zone and the tendency of people to spend relatively little time each day reading newspapers.

On the other side of the coin for newspapers, the bureau listed: Color as a lure for advertisers; 50 years of unrivaled acceptance by retailers (90% of department store dollars, 80% of furniture and appliance dollars and 75% of grocery dollars are spent in the medium); news in detail, of the sort that is not available any place else, and exclusive features, such as comics and columnists.

■ The affirmative side of the radio story was sprinkled throughout the presentation with emphasis on such points as: Circulation, with more radios in the country than tv sets and people buying still more radios all the time; time spent with the medium—an average of about two hours daily; strength in the sprawling retail trading zones where the print competitors are weak; ability to reach the people wherever they go including the outdoors in the summer time, and a surge of commercial creativity that is producing ads of the sort that are sure attention getters.

Mr. Sweeney set the mood for his presentation by beginning with figures showing how radio is doing in the inter-media competition for national and local advertising support. He put radio's share of the 1959 national ad pie at 3.7%.

Locally radio did better, with 8.9%. Here radio's total of $390,000,000 was second to the newspaper share, according to RAB. #

Headley-Reed Names Schmid

Headley-Reed Co., New York, has appointed Robert A. Schmid exec vp and I. N. (Jack) Hardingham has been appointed senior vp. Mr. Schmid, who joined the company in 1959 as vp, will be in charge of station development. Mr. Hardingham, who joined Headley-Reed, in 1950, will also act as general manager.

Cowman Named Partner

William Cowman, former art director and production manager of Art Stadler Advertising, Menlo Park, Cal., has become a partner in the agency, which will be renamed Stadler-Cowman Advertising.

McDermott Withers Priaulx Wooddell Mason Biggar Holm Dixon Whisnand Wilkinson Hoth Millenson

NAB CONVENTION—*Talking over problems at the annual convention of National Assn. of Broadcasters are John McDermott, WJBC, Bloomington, Ill.; John Withers, WTCN-TV, Minneapolis; William Priaulx, WRAC, Racine, Wis.; Ken Wooddell, WLBH, Mattoon, Ill.; George Biggar and John Dixon, WLBK, DeKalb, Ill.; Ed Mason, KMMJ, Grand Island, Neb.; William Holm, WLPU, LaSalle, Ill.; Darold Wilkinson and Harry Hoth, KRDO, Colorado Springs; Roy Whisnand, WCOP, Boston, and Byron Millenson, WCAO, Baltimore. (For other pictures taken at the broadcasters convention see Page 84).*

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FCC's Sponsor Identity Rule Is Hot Topic

(Continued from Page 2)

to price our own product and stay with the decision?

"Are we not, through such practices, depicting ourselves before our fellow business men and advertisers as immature, if not worse?"

■ Still lurking just below the surface was the possibility that the Federal Communications Commission might seek to squeeze more stations into the 12 vhf frequencies by reducing the service areas of existing stations.

Testifying to the interest in this problem, the Assn. of Maximum Service Broadcasters, which met Sunday on the eve of NAB's convention, reported its membership at an alltime peak of 141.

The association's executive director, Lester W. Lindow, reported one out of 10 existing stations had been threatened during the past year with increased interference and deteriorated service areas as a result of "drop-in" proposals considered by FCC. Noting that FCC is currently proposing to underwrite a $2,500,000 research project to test uhf receiver performance in the New York City area, Mr. Lindow emphasized that his association would regard any all-uhf system as inadequate, so far as a nationwide tv service is concerned.

■ Donald H. McGannon, head of Westinghouse Broadcasting Co. and retiring chairman of the tv code review board, warned against any relaxation of the industry effort to prove that it can regulate itself.

Mr. McGannon indicated that a great deal of progress had been made on code matters, partly through the help of "external pressures." He called for a continuation of the progress now that the "atmosphere is far less pressurized."

The Westinghouse executive said the industry must show "that self regulation is not just a cliche. It means just what the words imply—a control, a disciplining of our own business and business activities with a view to protecting our public from deception, from impropriety, from bad taste, from excesses, from blatancy.

Mr. McGannon urged the broadcasters to give their code strong support, through money, manpower and compliance. In summarizing code progress made in the last year, he revealed that code membership is at an alltime high of 380 stations—or 75% of the country's total.

■ The second half of the tv session was devoted to a report from the industry's new Television Information Office. Clair R. McCollough, head of the Steinman Stations and chairman of TIO, announced that this industry image making office is now operating on a budget of $500,000 annually, provided by 150 members.

References to tv's trials and tribulations of recent months were for the most part of a fleeting and incidental nature. A typical one came from Norman E. Cash, president of the Television Bureau of Advertising, who said that efforts of competing media to damage television with their front paging of the tv scandals had not had much effect on the viewing public, which continues to spend a great deal of its time with tv. He said daily viewing is up to about six hours.

Mr. Cash urged tv to battle for an even larger share of advertising. As a quite realistic goal for tv by 1970, he suggested a 24% share of all advertising, or a total of more than $5,000,000. #

Broadcasters Can Expect More FCC Scrutiny, Ford Says in NAB Debut

(Continued from Page 2)

pointed out that the very future of our country depends on the wisdom and resourcefulness which we bring to the training of our young. In the NAB code, he noted, the industry promises to provide for the special needs of children.

But, said the FCC chairman, "when I consider the attraction that the television set has for the children and youth of this country, I cannot help but feel that all that needs to be done in this area is not being done."

■ Challenging the industry to measure up to the commitments which it has voluntarily assumed, he commented: "It is not merely a question of whether there is too much of this type or that type of program or advertising matter. Rather it is the question of whether this industry will measure up to its self-imposed responsibilities with respect to the advancement of education, religion, culture, the provision of wholesome entertainment; its special responsibility toward children, decency and decorum in production; its unique position as a vehicle for community affairs and its factual, fair and unbiased treatment of news, public events and controversial issues."

On the subject of public service broadcasting, he served notice that stations which systematically turn down requests for time for non-commercial programs are heading for trouble:

■ Stations must operate profitably, just like theaters or newspapers, he acknowledged. "But, and this is a big 'but'," he said, "the law demands of the broadcaster that his operation be responsive to the public interest," and this obligation cannot be subordinated to business aspects.

■ Aside from these two major topics, there were undercurrents in Chairman Ford's speech which should not be overlooked.

The speech was entirely devoid of the customary platitudes. Early in his speech, the audience applauded when he declared: "We can all agree on the principle that the least government is the best government." The applause proved premature as he proceeded to qualify the statement by pointing out that Congress not only expects FCC to enforce the act in its present form, but also to seek amendments when in the commission's judgment that course becomes necessary.

A second round of applause from the audience proved equally premature—after he said, "I share with you the belief that neither the commission, the Congress nor the public wants anyone in government to dictate what should or should not be broadcast."

■ When the applause died down, the FCC chairman proceeded to sail into children's programming, with the observation: "Public comment and complaints about excessive violence have, however, reached such proportions that I feel compelled to mention it to you today."

For those who were particularly attentive, Chairman Ford also seemed to provide his personal declaration of independence from the policies of his predecessor.

Up front, nearly at the start of his remarks, he served notice that he will not be numbered among those who will approach the industry's problems by trying to outguess the courts.

"When the commission is faced with a problem indicating the need for corrective action," he declared, "the fundamental question in my mind is not whether the commission has authority to take corrective action; but it is to determine what remedy is required and whether it is the commission's responsibility to apply that remedy.

"If it should then appear that further statutory authority is needed before the remedy is applied, it becomes the commission's obligation to inform the Congress of that fact and propose the necessary legislation."

■ In their responses to more than an hour of questioning by broadcasters, individual FCC members disclosed a spectrum of views on specific "plugola" situations which broadcasters are required to disclose under the sponsorship identification rule announced by FCC March 16.

They ranged from Commissioner Robert Bartley, who maintained that every free record must be identified at the time it is played, to Commissioner T. A. M. Craven, who was lustily applauded for declaring, "The Commission should make a practical construction of the law and not impose on the public innumerable announcements each time a record is played."

■ "We thought we had interpreted the law," he said, "and perhaps we did. When we receive the industry's comments in writing, perhaps some clarification of our interpretation will be necessary, or perhaps it may even be necessary to change the law."

Chairman Ford said broadcasters do not meet the requirement of the law if they announce three times a day that they use some free records. But he said he does not feel the announcement is necessary each time a record is played so long as disclosure is made in reasonable proximity to the period in which the record is broadcast.

Commissioner Rosel Hyde commented during one discussion that the commission has no "prejudice" against commercials. He said broadcasters should not be "ashamed" to classify an announcement as commercial. On the same point, Commissioner Bartley said, "Whether an announcement is commercial or otherwise isn't important. What is important is what is broadcast and the service that is rendered to the public." #

BBDO Boosts Hunter

Ray Hunter has been named media director in the Pittsburgh office of Batten, Barton, Durstine & Osborn. Mr. Hunter, formerly an associate media director with the agency, succeeds Harold Middleton who has retired.

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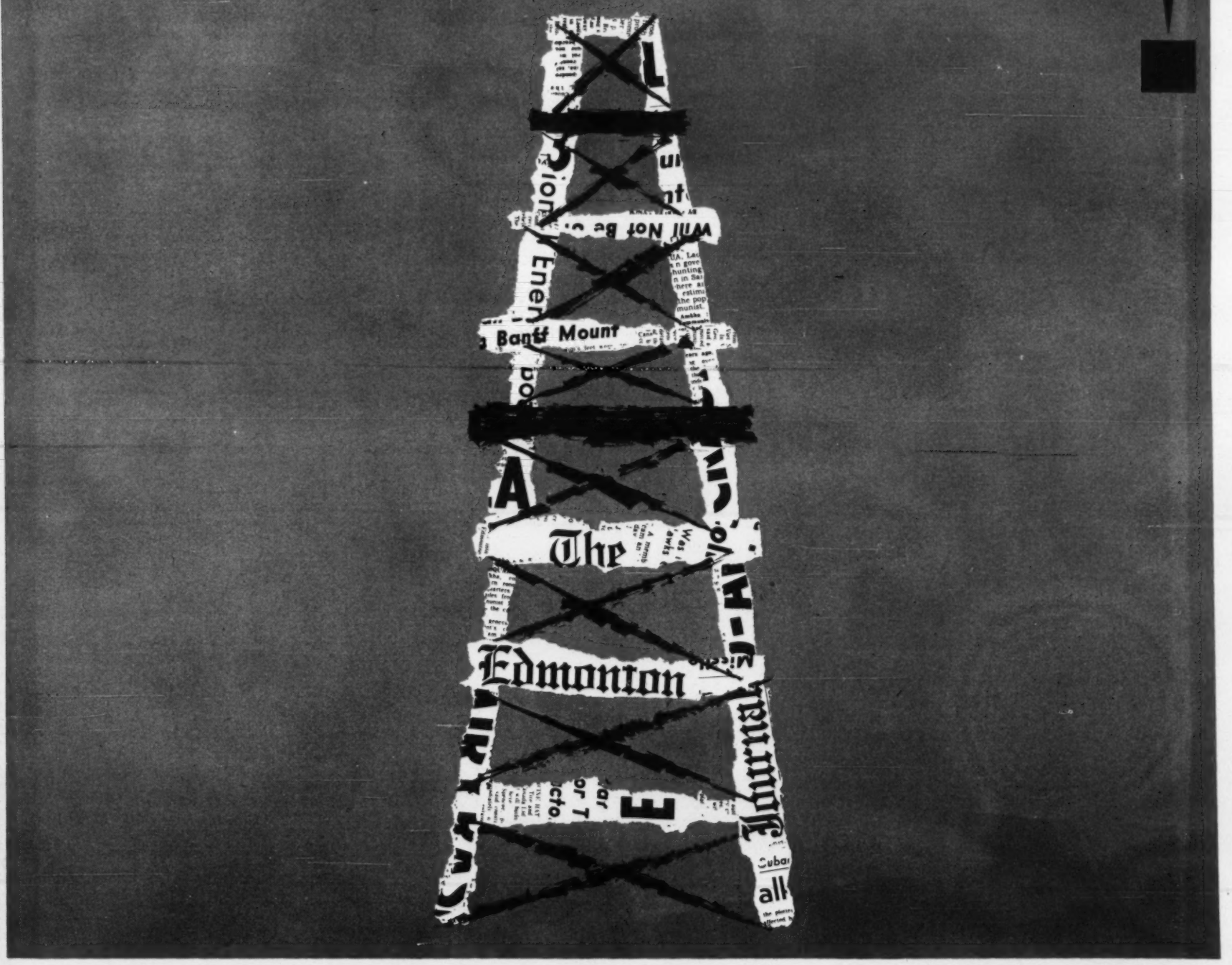

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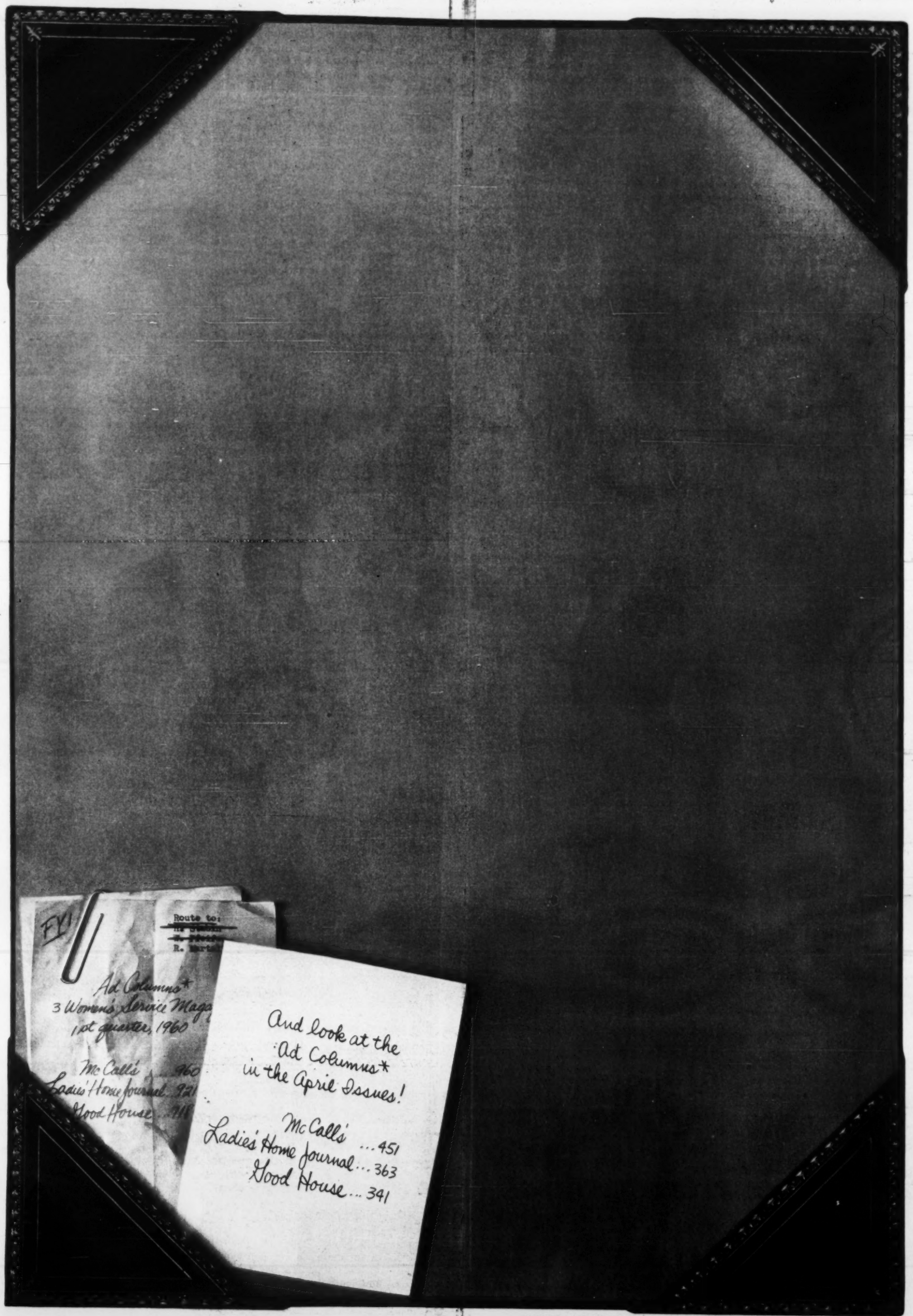

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